swissair

GAZETTE

11/94

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Creativity in Switzerland:
An exclusive exhibition
by Harald Szeemann

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At a Glance

Bref coup d'œil – Auf einen Blick

Cover: "Exhibition maker" Harald Szeemann. (Photo: Armin Linke, Script: Ben Vautier.)
Editorial: Swissair believes that creativity in the airline business is just as important in smaller doses as on a grander scale – refining the experience of flight rather than trying to reinvent it. **5**
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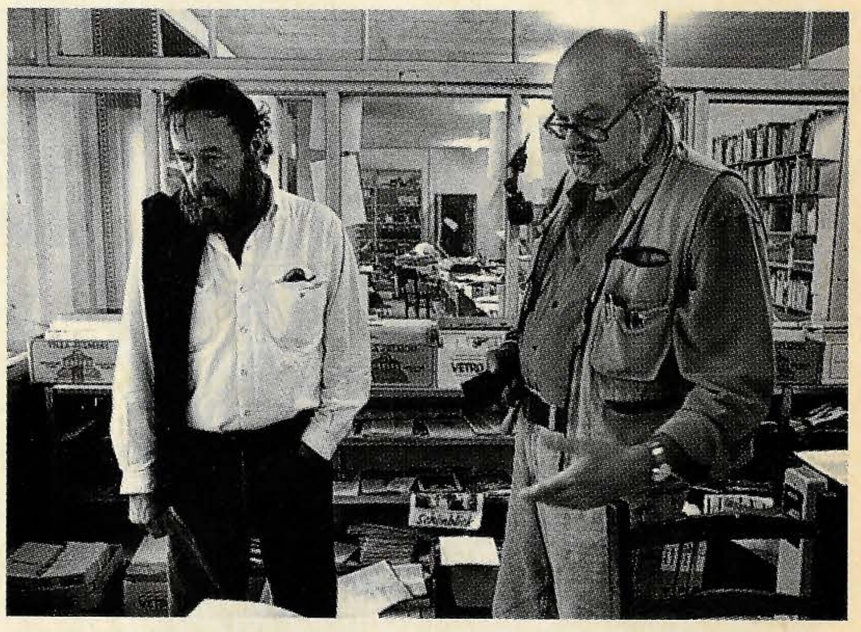
Rega: Switzerland's airborne ambulance.

Creativity in Switzerland – An Exclusive Exhibition

Even when limited to Switzerland, creativity is a large-scale, multifaceted theme calling for an expert's touch. For us, that touch came from the talented Swiss "exhibition maker" Harald Szeemann, who approached the subject in a surprising and unconventional way – exclusively for the Swissair Gazette.

Harald Szeemann: The Collector of the Intangible
Harald Szeemann has assembled his personal "collection" highlighting both creative achievements and people in Switzerland from the past and present as he sees them. **26**



Szeemann (left) with journalist Allan Porter.

Harald Szeemann, collectionneur de l'intangible
La créativité en Suisse – un sujet vaste, difficile à cerner. Un sujet à la mesure de Harald Szeemann, dont les expositions font sensation dans le monde entier. Aussi avons-nous confié au célèbre concepteur d'expositions la tâche de créer, spécialement pour la Swissair Gazette, une «exposition» présentant les grands moments et les grands noms de la créativité en Suisse. **26**

Harald Szeemann, Sammler des Unfassbaren
Kreativität in der Schweiz – ein riesiges, variables Thema. Wir vertrauten es dem international tätigen Ausstellungsmacher Harald Szeemann an. Er konzipierte seine persönliche «Ausstellung», exklusiv für die Seiten der Swissair Gazette und wählte kreative Höhepunkte und Menschen in der Schweiz aus Geschichte und Gegenwart aus. Der Publizist Allan Porter besuchte Harald Szeemann im Tessin. ***26***

Chevrolet automobile: just one product of Swiss creativity.

(I) A pagina 59 i lettori di lingua italiana troveranno brevi cenni su «Creativity in Switzerland», il tema trattato da questa nostra edizione.

(F) Nos lecteurs francophones trouveront dans ce numéro toutes les informations et conseils pratiques des rubriques Airpage (pages 9–14), Culture (pages 55–56) et Swisspage (pages 85–86) en français.

(D) *Die aktuellen Kurzinformationen und Tips in den Rubriken Airpage (Seiten 9–14), Kultur (Seiten (55/56) und Swisspage (Seiten 85/86) finden Sie auch in deutsch. Bitte achten Sie auf die kursive Schrift.*

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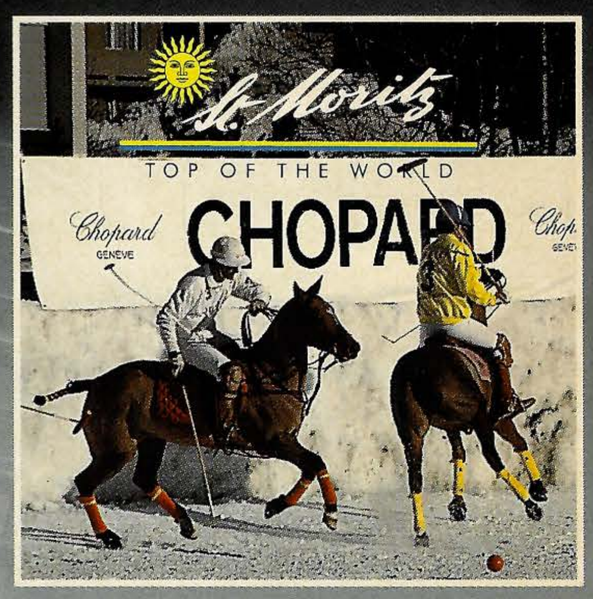
Chopard

GENÈVE

depuis 1860



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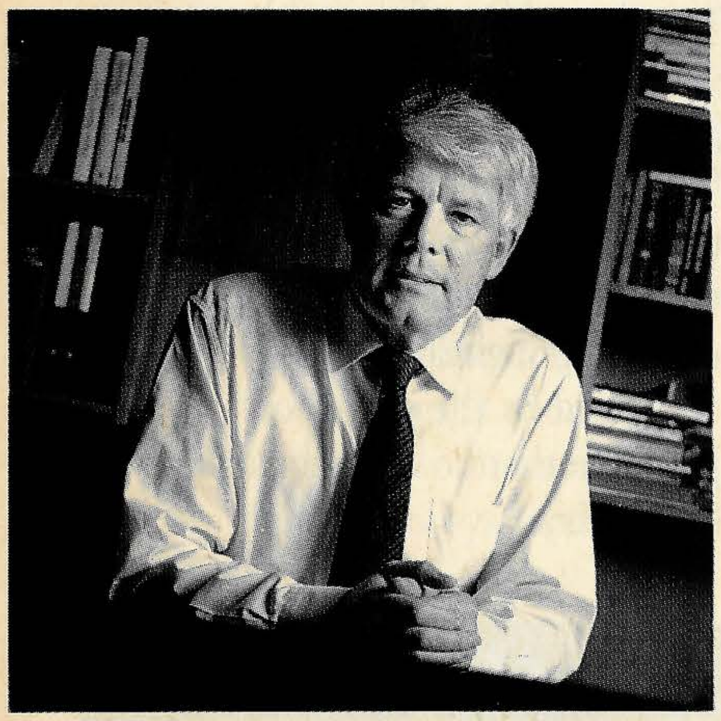
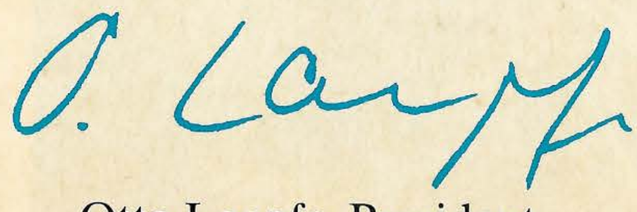
Creativity: Doing the Unexpected

Creativity is defined as the ability to produce something new through the power of imaginative skill. Being creative enables a person to envision something new or to gain the courage to look at something that already exists from a different perspective. Once infused with creativity, a person then needs the will and the skill to transform ideas into reality. Creativity means more than dreaming up grand schemes – it also requires the courage to implement them, to take risks.



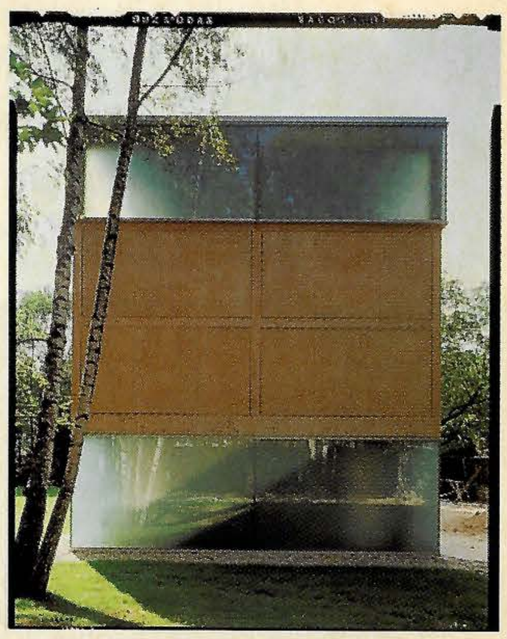
But what about creativity in business? What makes a company creative? Does creativity spring from existing potential within a company, or is it inspired by external pressure? And what then does the market perceive as being creative?
Whatever the case may be, one point remains clear: creativity that fails to make an impact on the market is misdirected. Creativity in business must be geared toward the market and it must captivate consumers through the element of surprise. It is most effective when it anticipates events, fulfills subconscious desires and stirs new needs.
At Swissair, creativity is a tradition: a commitment to our customers to refine the experience of flight rather than try to reinvent it. This commitment to creativity is the element that links all of the companies within the Swissair Group, from continent to continent, and from culture to culture. A valuable spin-off here is the climate of openness toward what is new or different, two things that creativity gives rise to.
Our goal is to venture forth and do things differently in all our activities, internal and external alike. In doing so, we believe that creativity in small doses is just as important as it is when employed on a grander scale. The values on which our creativity is based are safety, reliability and top quality. These values, which we have developed and refined over many years, make it easier for us today to dare to try the unexpected – for you.



Otto Loepfe, President

Photos: Schmid & Roth, Margherita Spiluttini

This month's Swissair Gazette is the vehicle for a full-fledged exhibition: Creativity in Switzerland. It's an idea which intrigued us for a long time and obviously demanded a truly "creative" approach, as well as a clear focus. The vast field that encompasses creativity had to be narrowed down.
The geographical choice was already made: Switzerland. Creativity is a vital natural asset in a country with no mineral resources of its own. So far, so good. But how could we choose creativity as our theme without overrating its existence within our own borders or, for that matter, sweeping it under the rug in a false act of Swiss understatement? And how would we define the subject in the first place? All aspects of life present themselves as a forum for creativity.
Only an expert collector is really capable of selecting and presenting the essential elements within a theme of such dimensions. And the Swiss who best fits that description for us is the internationally famous "exhibition maker" Harald Szeemann, who possesses not only a great deal of knowledge and admirable broad-mindedness, but also brings with him a very unburdened relationship to his home country, to Switzerland. Szeemann agreed at once to help us because he truly believes that Switzerland has a lot to offer in the way of creativity – including a first-class expert on the subject!



Swiss creativity abroad, as represented by the Goetz Gallery, Munich.

Throughout the conception and the production of this issue, Harald Szeemann revealed to us his profound knowledge, his intelligence, his wittiness and his own personal creativity. The result is in your hands now: 22 pages of this Swissair Gazette have been transformed into a truly unique exhibition.

Urs W. Sulger, Publisher

Région du Léman

Palms to Glacier

Less can be more. And compact unconnected with discs.

There can be few places on earth which combine so much visual variety in such a relatively small space as Western Switzerland's lovely Lake Geneva region.

From the palm-fringed shoreline at 400 metres of the greatest lake in Western Europe, with its remarkable microclimate to the eternal snows of the Diablerets glacier at 3'000 metres takes less than two hours. The region also includes another large lake (Neuchâtel) scores of smaller ones, and adds rolling uplands and two mountain ranges (the Western Alps and the Jura).

Much beauty to savour – you can never go far in this exhilarating landscape without getting a view to remember, like the battlements of an ancient castle etched against a great mountain soaring high above the morning lake mist.

Much to do – a heady blend of sport and leisure activities, bustling traditional markets, memorable cuisine and fine local wines.

At this time of year, wintersports are uppermost in the holidaymaking mind. Here the region offers an unbeatable combination of variety, accessibility. Pistes and prices to suit all skill standards and the family budget.

The Western Alps are the home of many top resorts together with smaller traditional centres. Choice? As wide as you want to make it – the region has over 300 kilometres of unduplicated downhill and 200 km. cross-country runs plus 1100 km of walking trails. Four mountain rack railways, six ski and four paragliding schools plus virtually every other wintersport option give the finest range of holidays. And as might be expected in this French-speaking area, there is lively après-ski for all the family. Special events and options add to the flavour. At Leysin, a new Snow-park with cunningly constructed obstacles will be in action all winter and from 12th to 15th January, the Snowboard Pro Tour holds its championship, with halfpipe and parallel slalom events. Nearby Château-d'Oex, the mecca of hot-air Alpine ballooning, also gives visitors the chance to participate in a thrilling night-time flamelit run, organized by the ski-school, or to join in authentic cheesemaking at a local dairy.

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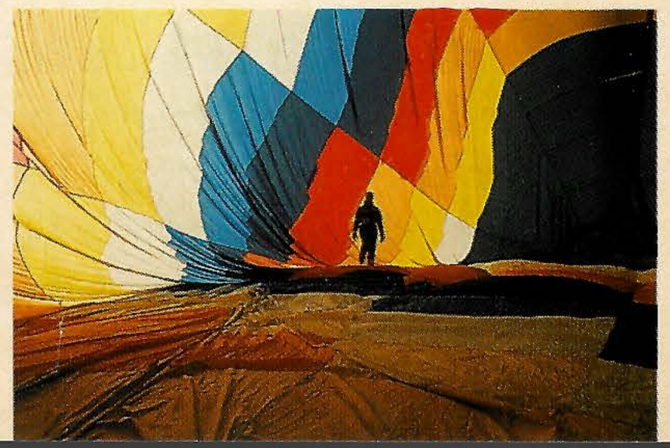

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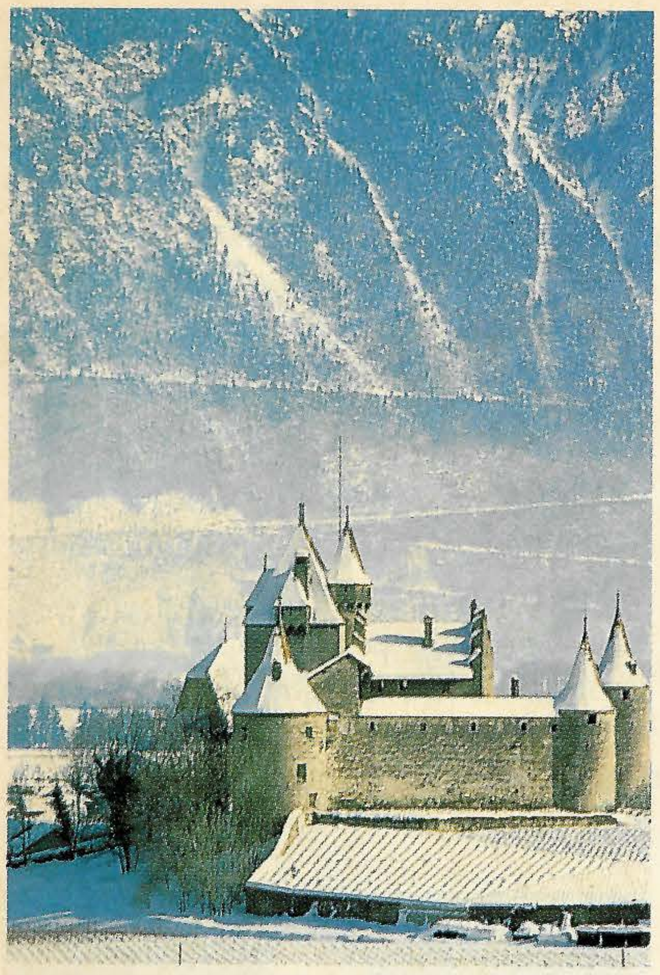

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At Villars, the ski school now has a new "snow garden", including a five-metre vividly coloured "caterpillar". The school can start instruction from three years upwards. Evolutive ski-ing teaching methods are highly developed, and enable novices of any age to take up the sport smoothly and safely and make rapid progress. Always buzzing with off-piste activities, Villars will organize a four-day Fun Festival with leading comedians (26th to 29th December) in order to start '95 with a smile, and on the 25th February, holds its famed carnival. Another imaginative "snow garden" has opened at Les Diablerets. Dubbed "Diablodocus" it has a variety of fun features enabling kids to learn ski-ing in game form. Other offbeat offerings at Les Diablerets include the chance to spend a night in an igloo high up on the glacier, snowshoe trekking to spot the Alpine wild life and a "Telefondue" evening.

Neighbouring resorts like Les Mosses and Gryon have a quieter change-of-pace atmosphere, but top-quality facilities and equipment. The long calm valleys of the Jura Mountains are a cross-country ski-ing paradise, with more than 500 kilometres of trails criss-crossing the border to France amid endless pine forests – great for walking too, to say nothing of sled dog races and torchlight ski-ing. Resorts like Sainte-Croix, Saint-Cergue and the Joux Valley region are comfortingly unspoilt. So are the local people and the genuine warmth of their welcome.

Should the urge to take a brief break from the delights of the slopes tempt you, then the region has an astonishing variety of choice, all conveniently close. More than a hundred museums – many of them world-famous, covering a kaleidoscope of art and specialised subjects. Top class music and dance and Switzerland's finest selection of restaurants.

With a price-quality factor as a bonus, the Lake Geneva Region and its majestic Western Alps are waiting to prove that less really can be more.

7

8

1 *The palm-fringed shoreline of Lake Geneva.*

2 *Powder your skis!*

3 *Snow gardens are the fun way to learn skiing.*

4 *Up and away! Hot air ballooning in the Western Alps.*

5 *Aigle Castle under snow: tradition at every turn.*

6 *Year-round skiing on the Diablerets Glacier at 3'000 metres.*

7 *Après-ski "raclette" party.*

8 *The Jura Mountains: cross-country ski paradise.*

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Lake Geneva Region

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Région du Léman
Palms to Glacier

A seasonal selection of packages

LES DIABLERETS
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Winter 1994/95 rates.
From Sfr. 595.– to 1234.– per person.
Includes: 7 nights accommodation in twin bedded room, half board. Six day unlimited skipass for Western Alps (500 kms pistes). Free entry ice and curling rinks, taxes and service.

LEYSIN
"Super Fit"

Rates: Winter 94/95.
From Sfr. 690.– to 1065.– per person.
Includes: Accommodation in hotel of your choice; half-board. Twoseater paraglider flight, tennis or squash lesson, half-day mountain bike use, free entry to swimming pool, ice rink, steam baths.

VILLARS
"Paragliding"

Winter 94/95 rates.
From Sfr. 1647.– to 2299.– per person.
Includes: 7 nights accommodation in hotel of choice, half board. Six days coaching with qualified instructor.

CHÂTEAU-D'OEX/PAYS D'ENHAUT
"Flying the Alps"

Valid year round.
Rates: from Sfr. 797.– to 1369.–.
Includes: Accommodation in hotel of choice in double room half board, 8 days/7 nights. Welcome cocktail. Hot air balloon flight, paragliding passenger's flight.

GRYON/LES MOSSES
"Alpine Ski School"

Rates: Winter 94/95.
Sfr. 620.–.
Includes: Six night stay, half board. Ski school instruction (two hours daily), ski lift pass.

SAINTE-CROIX/LES RASSES
"Welcome Package"

Valid year round.
From Sfr. 279.– to 294.– per person.
Includes: Three day stay (two nights accommodation) in double room, half board. Free entrance to Music Box and Automat museums. Welcome gift. Information pack on area.

JOUX VALLEY
"Joux Valley Getaway"

Arrive any day, valid seven nights.
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Includes: Seven night stay, half-board. Pass for all ski lifts in Joux Valley. International crosscountry ski card. Free entry swimming pool and ice rink. Optional at special rates: equipment rental, children's package, "week end" programme.

VEVEY/MONTREUX
"Gastronomy and Culture"

Valid year round (Fridays).
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Valid year-round.
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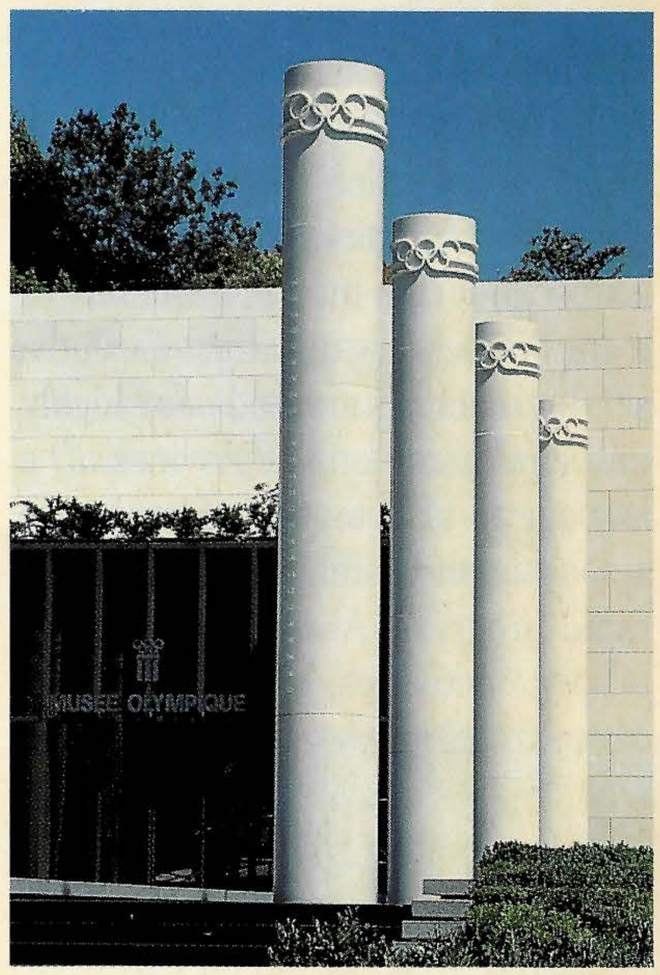
Includes: one overnight stay, breakfast, Olympic Museum visit, two-day pass on Lausanne public transport, system. Souvenir gift.



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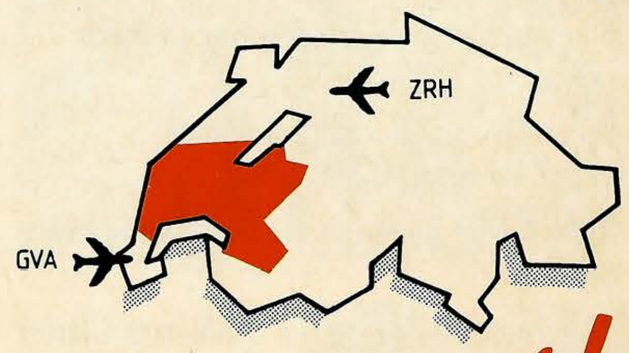
Lake Geneva Region



A bientôt!

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11/94

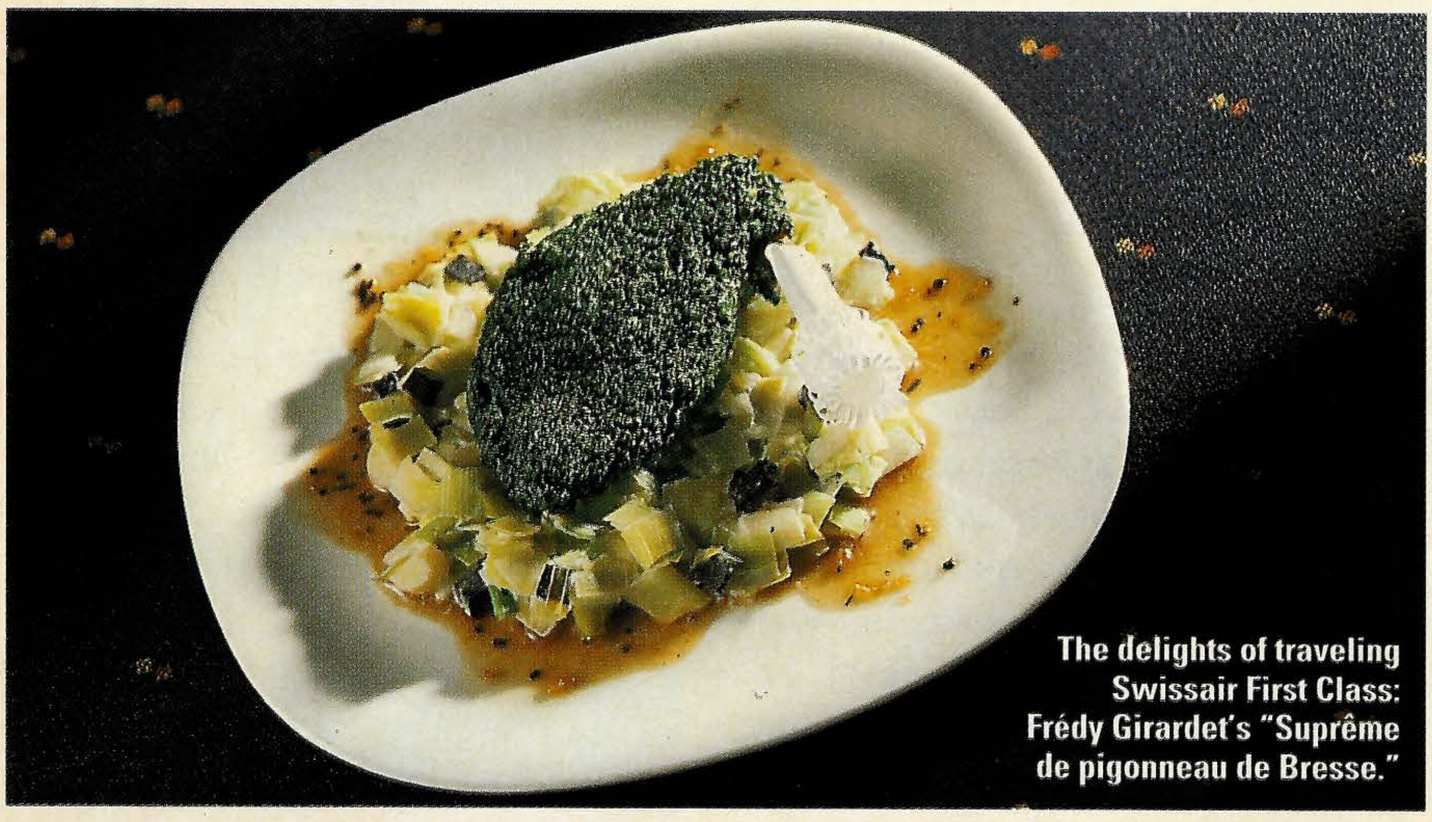
Airpage

News and More from Swissair

E Gastronomy on board, timetable additions, ultramodern aircraft: Swissair changes that serve you better, plus news for winter '94/95.

F Gastronomie à bord, horaires aménagés, appareils ultramodernes, Swissair veille au bien-être de ses passagers. Les nouveautés de l'hiver 94/95.

D Gastronomie an Bord, Flugplan-News, moderne Flotte – Swissair konzentriert sich auf Ihr Wohl. Lesen Sie Neues für die Wintermonate.



The delights of traveling Swissair First Class: Frédy Girardet's "Suprême de pigonneau de Bresse."

E L'Evénement: Discover Canton Vaud

A tourist destination in itself, Canton Vaud attracts gourmets worldwide. Until Dec. 31, passengers on long-haul flights from Zurich and Geneva can enjoy the culinary charms of this region. Those in Business and Economy Class will be treated to traditional Vaudois specialties, while passengers in First Class will be served a veritable gastronomic menu created by Frédy Girardet and his *chef de cuisine* Philippe Rochat.

Both chefs personally supervised the preparation of the special menu in Swissair's flight kitchens in Zurich and Geneva. It should be added that Business Class passengers will also be served the dessert from the Girardet menu.... *Bon appétit!*

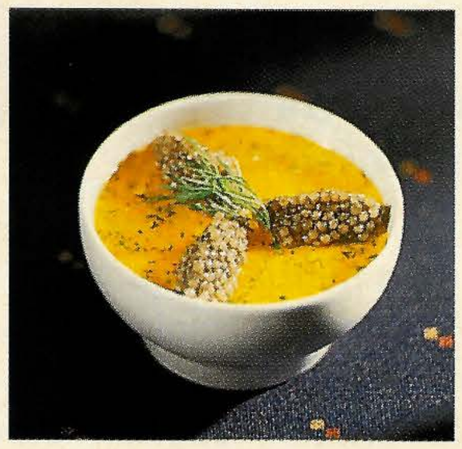
Frédy Girardet (left) and Philippe Rochat (right) with chefs Passerini and von Siebenthal of Gate Gourmet, Swissair's catering company.

F L'Evénement: le canton de Vaud

Destination touristique s'il en est, le Pays de Vaud attire les gourmets du monde entier. Jusqu'au 31 décembre, ils pourront apprécier les charmes culinaires de cette région sur les vols long-courriers Swissair au départ de Zurich et de Genève. En C-Class et Y-Class, ils se régaleront de spécialités vaudoises traditionnelles. Les passagers First Class quant à eux se verront offrir un véritable menu gastronomique, créé par Frédy Girardet et son chef de cuisine Philippe Rochat, menu dont ils ont supervisé la réalisation dans les cuisines de Swissair. Le dessert sera aussi servi en C-Class... Bon appétit!

D L'Evénement: Entdecken Sie das Waadtland!

Der Kanton Waadt, Feriendestination par excellence, zieht Feinschmecker aus aller Welt an. Bis Ende Jahr lernen Gourmets den kulinarischen Charme dieser Region kennen. Auf den Swissair-Langstreckenflügen ab Zürich und Genf werden traditionelle Waadtländer Spezialitäten in der Business und Economy Class serviert. First Class-Passagiere kommen in den Genuss eines von Frédy Girardet und seinem Küchenchef Philippe Rochat kreierten Menüs, dessen Zubereitung die beiden Spitzenköche in den Swissair Flugküchen beaufsichtigten. Das Dessert wird auch in der Business Class gereicht... Bon appétit!



Heavenly entrée by Girardet: Velouté with Lake Geneva trout.

Une entrée raffinée: le velouté safrané de truite du lac en gelée.

Himmlisches Entrée von Girardet: Velouté mit Léman-Forelle.

Photos: Swissair/Marcel Kunz

"I lost my wallet somewhere in London.
Can I still charge my room so I don't have to
share a park bench with the pigeons?"

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Crossair: Faster than Ever

(E) Concordino: A New Flagship for Crossair

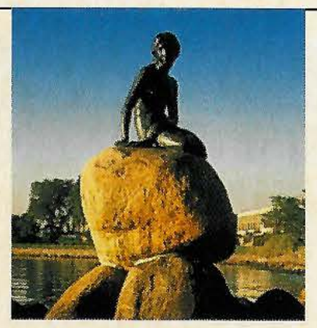
The 50-seat Saab 2000 "Concordino," which celebrated its world premiere with Swissair subsidiary Crossair in September, is the only propeller aircraft that can reach speeds comparable to a jet, making it completely competitive for short- and mid-haul flights.

The fact that the Concordino achieves this with astoundingly low levels of noise and fuel consumption primarily benefits the environment, but naturally also the customer on board. The 50 luxurious genuine leather seats and plenty of legroom ensure that passengers travel in the utmost comfort, and – even on longer European flights – time passes very quickly. It's no wonder that for many travelers, now more than ever, Crossair is considered the best regional airline in Europe.

Crossair's new "Concordino" carries passengers in luxury at speeds comparable to a jet.

Le «Concordino», le nouvel avion de Crossair, transporte les passagers à la vitesse d'un jet.

Das neue Crossair-Flugzeug «Concordino»: luxuriöses Reisegefühl und schnell wie ein Jet.



Copenhagen: a new Crossair-destination.

(E) Crossair Timetable News

With its current timetable for winter, Crossair substantially steps up its already formidable presence in Europe's regional air traffic.

NEW FLIGHTS:
Geneva↔London City, nonstop,
Basel↔Copenhagen, nonstop,
Basel↔Hanover, nonstop

CONCORDINO FLIGHTS:
Geneva↔Toulouse,
Geneva↔Marseilles, Geneva↔Jersey,
Basel↔Paris, Basel↔Amsterdam,
Basel↔Berlin, Basel↔Barcelona,
Basel↔Copenhagen, Basel↔Geneva,
Lugano↔Geneva
and on behalf of Swissair:
Geneva↔Dusseldorf,
Geneva↔Vienna, Geneva↔Prague
Various additional frequencies on existing routes.

Photos: Len Sirman, Crossair

(F) Concordino, le nouvel avion de Crossair

Le «Concordino», petit dernier de Crossair, filiale du groupe Swissair, a été lancé en septembre dernier. Avec ses cinquante places, c'est le seul avion à hélices capable d'atteindre une vitesse de croisière comparable à celle d'un jet et donc, en matière de temps de vol, c'est un appareil compétitif dans le secteur des court- ou moyen-courriers.

Le fait que cet avion soit fort peu bruyant et extrêmement économique au niveau de la consommation de carburant constitue un plus, non seulement pour l'environnement, mais aussi pour le passager. Bien calé dans ses luxueux fauteuils en cuir, disposant de toute la place qu'il faut pour étendre les jambes, on y voyage confortablement, en toute tranquillité et, qui plus est, très rapidement sur les longues distances en Europe.

Pas étonnant que Crossair soit considérée par un grand nombre de voyageurs comme la meilleure compagnie aérienne régionale d'Europe!

(D) Concordino: Neues Flagschiff für Crossair

Die 50plätzige Saab 2000 «Concordino», die bei der Swissair-Tochter Crossair im September ihre Weltpremiere feierte, ist das einzige Propeller-Verkehrsflugzeug, welches einem Jet vergleichbare Reisegeschwindigkeiten erreicht und dadurch im Kurz- und Mittelstreckenverkehr bezüglich Flugzeiten voll konkurrenzfähig ist. Dass die Concordino das mit erstaunlich geringer Lärmentwicklung und äusserst wirtschaftlichem Treibstoffkonsum schafft, dient vor allem der Umwelt, aber natürlich auch dem Gast an Bord. In den 50 luxuriösen Echtledersesseln, zwischen denen reichlich Beinraum vorhanden ist, reist es sich bequem, ruhig und selbst auf längeren Europastrecken sehr schnell. Kein Wunder also, dass Crossair für viele Reisende jetzt erst recht die beste Regional-Airline Europas ist.

In Flight and in Touch on Swissair

(E) "Fly and Phone": Now on Board all MD-11 Aircraft

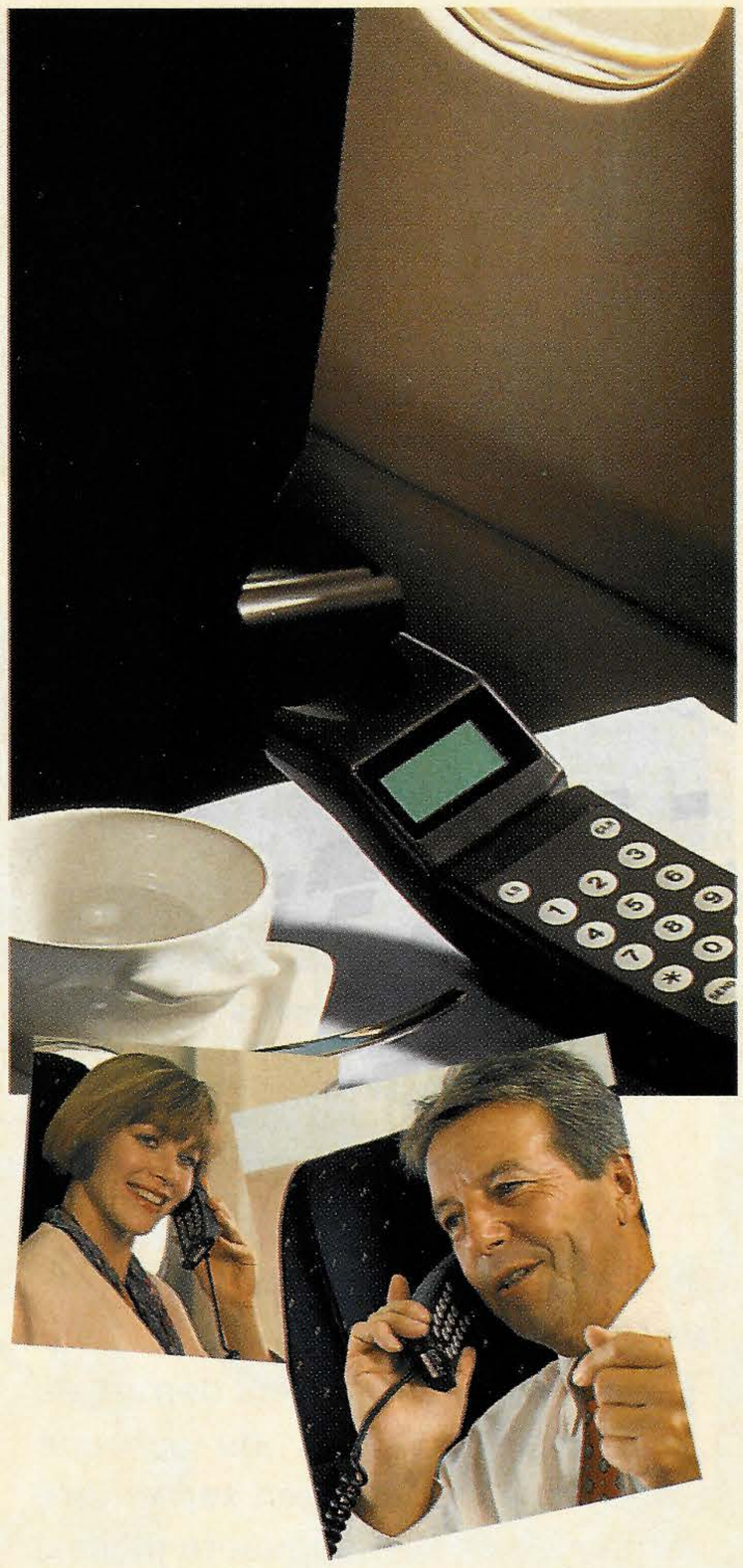
By the end of the year, passengers will be able to make telephone calls from on board all 13 MD-11 aircraft in Swissair's fleet.

First and Business Class passengers can find their set within reach between the seats. For privacy, there are wall units installed as well. In Economy Class, wall units are situated at the rear of the cabin.

The telephones are easy to use. Simply activate the phone by inserting a major credit card into the set. Choose your language, follow the instructions on the display and dial your number. Because satellite capacity is limited, the line may be busy. If that is the case, just follow the audio and visual indications given and try again later.

All calls are charged at a flat rate of US$4.90 per 30 seconds, regardless of distance. (There is a minimum charge of US$9.80 for the first minute and a hook-up fee of US$3.) Your flight attendant can bring you a receipt stating the approximate length of your call.

For more information about the system, consult the "Fly and Phone" brochure in your seat pocket (MD-11 only). With its new on-board telephones, Swissair helps you stay in touch with the world below.



In touch with the world below: telephones on Swissair's MD-11s.

Pour téléphoner à bord des MD-11, il suffit d'appuyer sur quelques touches...

Telefonieren an Bord der MD-11: Per Knopfdruck mit der Welt in Kontakt.

(F) «Fly and Phone» à bord des MD-11

Dès la fin de l'année, les voyageurs pourront téléphoner à bord des treize appareils MD-11 de la flotte Swissair.

Les passagers voyageant en First et Business Class disposent d'un équipement facilement accessible entre les deux sièges. Pour les appels plus confidentiels, ils pourront également utiliser les appareils muraux. En Economy Class, les passagers trouveront des téléphones muraux à l'arrière de la cabine.

Pour téléphoner, il suffit d'introduire une carte de crédit dans l'appareil. Sélectionner la langue désirée et suivre les instructions qui apparaissent sur l'écran. La capacité des transmissions par satellite étant limitées, il peut arriver que les lignes soient totalement saturées. Dans ce cas, vous devrez suivre les instructions audiovisuelles et rappeler votre correspondant ultérieurement.

Quelle que soit la distance, les appels sont facturés à un tarif de US$ 4.90 par 30 secondes (la taxe minimale est de US$ 9.80 pour la première minute, plus une taxe de raccordement de US$ 3.–). Le personnel de cabine vous remettra sur demande une attestation indiquant la durée approximative de votre appel.

Pour de plus amples renseignements, veuillez consulter la brochure «Fly and Phone» située dans la poche de votre fauteuil (seulement sur les M-D11). Où que vous soyez, avec Swissair, vous serez désormais toujours en ligne.

(D) «Fly and Phone»: Neu auf allen MD-11-Flugzeugen

Ab Ende Dezember werden die Passagiere auf allen 13 MD-11-Flugzeugen der Swissair an Bord telefonieren können. Passagiere der Ersten und der Business-Klasse finden ihr Telefon in Griffweite zwischen den Sitzen und Wandstationen für vertrauliche Gespräche. In der Economy-Klasse befinden sich Wandstationen hinten in der Kabine.

Die Telefonapparate sind leicht zu bedienen. Entriegeln Sie das Telefon mittels Kreditkarte, schalten Sie den Apparat ein, wählen Sie die gewünschte Sprache und befolgen Sie die Instruktionen auf der Bildschirmanzeige. Da die Kapazität der Satelliten beschränkt ist, kann es vorkommen, dass die Linien besetzt sind. In diesem Fall beachten Sie bitte die akustisch bzw. optisch angezeigten Hinweise auf dem Apparat, und versuchen Sie es später noch einmal.

Der Einheitstarif für Telefonate beträgt US$ 4.90 pro 30 Sekunden, unabhängig von der Distanz. (Die Mindestgebühr für die erste Minute beträgt US$ 9.80, hinzu kommt eine Verbindungsgebühr von US$ 3.–). Ihr Flight Attendant bringt Ihnen auf Wunsch einen Beleg mit der ungefähren Gesprächsdauer.

Weitere Informationen finden Sie in der «Fly and Phone»-Broschüre in der Tasche der Rückenlehne (nur MD-11).

Photos: Swissair

TALISMAN

BALENCIAGA

ALFA ROMEO PRESENTS A NEW, TOTALLY UNEXPECTED CONCEPT IN MOTORING: THE ALFA 145. THE INNOVATIVE THOUGHT BEHIND THIS HIGHLY CREATIVE DESIGN RESULTS IN A CAR WHICH UTILISES SPACE IN A MOST EXCITING UNCONVENTIONAL WAY. A CAR WHICH IS BOTH EXTREMELY 'USER FRIENDLY' AND MOST ELEGANT. WITH FEATURES SUCH AS A RIGID PASSENGER SAFETY CELL, SIDE IMPACT BARS, COLLAPSIBLE STEERING COLUMN, PRETENSIONED SEAT BELTS, OPTIONAL DRIVER AND PASSENGER

ALFA 145.
THE UNEXPECTED ALFA ROMEO.

Cuore Sportivo

AIRBAGS AND AN ADVANCED 'FPS' FIRE PROTECTION SYSTEM, IT SURPASSES THE MOST RIGID SAFETY STANDARDS. POWERFUL, REFINED BOXER ENGINES (1.4, 1.6 AND 1.7 16V) AND A TURBODIESEL 2.0, CALIBRATED POWER STEERING AND A SOPHISTICATED ANTI-DIVE, ANTI-ROLL SUSPENSION SYSTEM PROVIDE A DRIVE WHICH IS BOTH EXHILARATING AND COMFORTABLE. THE NEW ALFA 145. THE UNEXPECTED ALFA ROMEO.

Alfa Romeo recommends SELENIA MOTOR OIL

Aircraft Rotation

Did you ever wonder why and how Swissair schedules a particular aircraft for a particular route? Besides economic considerations, your comfort and convenience is the reason.

With a complex route network spanning the globe, Swissair presently flies 62 aircraft of five different types: 10 Fokker 100s, 24 MD-81s, 10 A310s, 13 MD-11s and five B-747s. Depending on the length of the route and the average number of passengers transported, the airline will use a specific type of airplane.

If you are a regular Swissair passenger and often fly from Zurich to London for instance, you will be used to traveling on an Airbus A310. When early one morning on your way to the British capital you should be flying in an MD-81 or even an MD-11 instead, you may well consider why. Usually, it is the result of a short-term change in aircraft capacity.

Why, then, are changes in aircraft rotation required? In explaining the often complex reasons involved, it is necessary to take a look first at aircraft scheduling; each and every plane flown by Swissair and its subsidiaries Balair/CTA and Crossair is scheduled for certain flights far in advance.

However, in practice and on a daily basis, an aircraft's rotation may be very different. Swissair's short-haul aircraft on the average complete four to seven flights a day, yet long-haul planes sometimes take up to 33 hours for a full cycle. In between these flights technical checks and maintenance visits must be fulfilled within strictly controlled rules.

If an aircraft arrives late or needs repair work, it may not be available for immediate use, presenting scheduling problems. And even when only one aircraft has to be changed, this often implies reorganizing other flights, too. As a result, cockpit and cabin crews, inflight catering, cargo operations, maintenance and possibly other services might have to be rearranged.

"Assume an aircraft is taken out of operation on a specific day and we cannot replace it with exactly the same type," Tony Fürer of Swissair's Operations Control Center says, while pointing to a row of aircraft parked on the tarmac just below his office at Zurich Airport. "All the services connected with this flight need to be either changed or adapted."

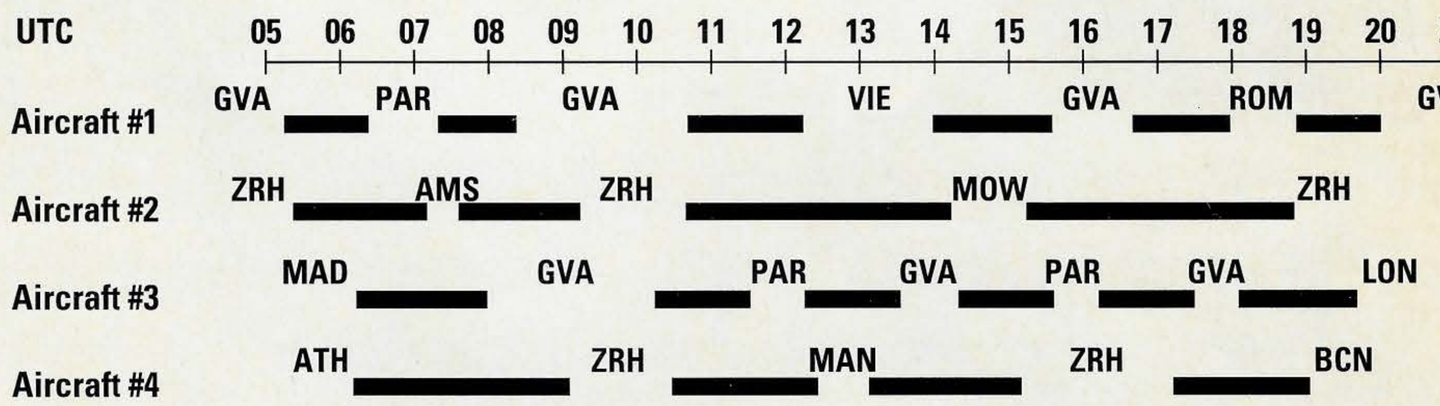
Given that cockpit crews fly one type of aircraft only and cabin crews three, that cargo containers don't fit all aircraft types and catering equipment differs, "making a decision to replace an aircraft is not to be taken lightly," explains Fürer. "One of the most important rules is to minimize any adverse effect on our customers."

Swissair's fleet of 29 Airbuses of the types A319/320/321, on order for gradual delivery beginning in January 1995, will give the airline more scope in making instant aircraft changes. Since all three aircraft types are fully compatible as far as their cockpit, cargo compartments or catering equipment go, Swissair customers will perceive hardly any difference and will profit from a markedly improved operational flexibility of the short-haul fleet.

Wolfgang M. Schnekenburger

Operating an Airline Fleet

Sample rotations for four short-haul aircraft:


UTC
05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21
Aircraft #1
GVA PAR GVA VIE GVA ROM GVA
Aircraft #2
ZRH AMS ZRH MOW ZRH
Aircraft #3
MAD GVA PAR GVA PAR GVA LON
Aircraft #4
ATH ZRH MAN ZRH BCN

With efficient and circumspect planning, Swissair deploys its aircraft fleet on a global network.

Un système de rotation minutieusement planifié permet aux avions de la flotte Swissair de desservir toutes leurs destinations à partir de la Suisse.

In minutiöser, ökonomischer Rotationsplanung setzt Swissair ihre Maschinen auf ihrem globalen Streckennetz ein.

Photos: Swissair

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GENEVE

Rega: Help from Above

The challenging terrain of Switzerland's Alpine regions used to make rescue operations in those areas difficult at best. But since the founding of Rega in 1952, both the Swiss and many people abroad have benefitted from its experienced specialists and state-of-the-art equipment.

The name Rega is synonymous with air rescue – not only in Switzerland, but throughout the world. Committed to the humanitarian principles of the Red Cross, Rega (or Swiss Air Rescue Organization, to use its full name) offers prompt and expert medical assistance from the air to anyone in trouble as a result of an accident or serious illness, irrespective of financial circumstances, social status, nationality, religious or political conviction. As a charitable organization supported financially by the Swiss population, Rega's activities are mainly directed at Switzerland; but it often extends a helping hand further afield, too.

Founded in 1952 by Dr. Rudolf Bucher, Rega has expanded into a veritably multi-functional organization, but its origins lie in mountain rescue which, until the end of World War II, was restricted to land convoys. The obvious hazards and disadvantages of overland rescue in the rugged Swiss Alps could only be overcome in the 1940s with the emergence of short landing capacity aircraft, such as the Swiss Air Force's "Fieseler Storch," used in the world's first-ever glacier rescue mission in November 1946. Aviation technology not being what it is today, rescue missions in the early days often demanded real ingenuity from Rega teams. Alpine regions where aircraft touchdown was impossible required another, daring form of rescue: the parachute. Rescuers honed their skills in landing near the scene of the accident loaded with equipment and sometimes even with avalanche rescue dogs! This method was to be superseded by the high-altitude Alouette III helicopter, perfected in the early 1970s, which soon became indispensable to mountain air rescue. In 1995 this aircraft type will be replaced by the dual-engine Agusta model from Italy.

Apart from its first aid operations – mountain rescue, ski-

Photo: Rega

The diverse forms of assistance carried out by Rega helicopters can even include rescuing Alpine livestock in distress.

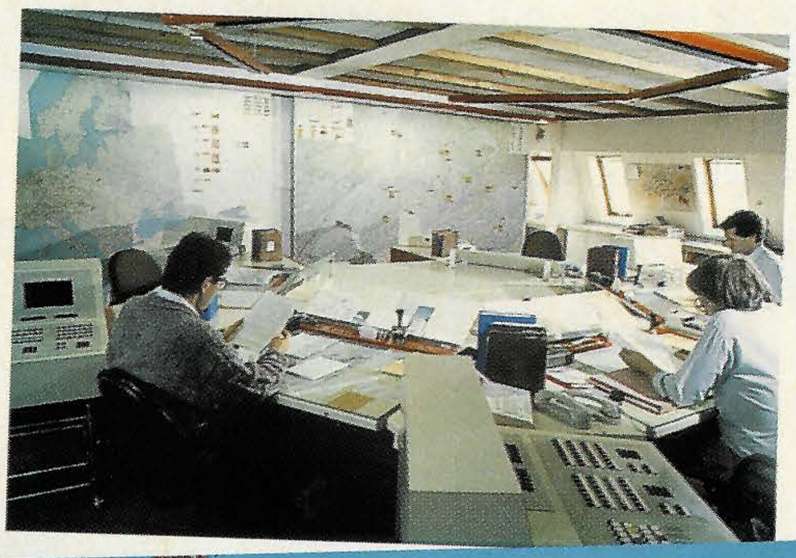
Les hélicoptères de la Rega viennent parfois au secours des troupeaux en difficulté dans la montagne.

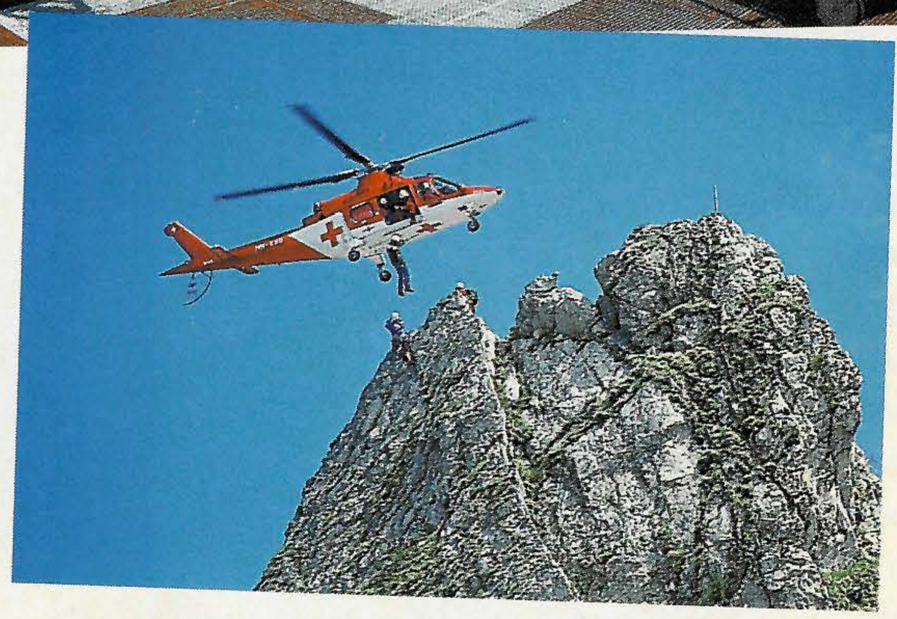
Zu den diversen Hilfeleistungen mit Rega-Helikoptern kann auch einmal eine Rettungsaktion in Not geratener Weidetiere gehören.

ing accidents, searches, traffic, occupational and sports accidents, and assistance in emergencies resulting from illness – Rega's activities encompass a variety of less spectacular but no less valuable tasks in which its specialized technology and highly qualified medical staff play a crucial role. Rega's three air ambulance jets are used for the repatriation of emergency patients, paraplegics and high-risk infants from abroad to Switzerland. Helicopters, on the other hand, bring aid to emergency patients and mountain farmers in distress, as well as transport human organs, blood and serum.

Often, those needing help are in precipitous locations and time is a factor. Each helicopter carries a pilot, a flight attendant, a doctor and a nurse. As soon as the patient is reached, the medical staff performs first aid and checks that all vital signs are stable. In a matter of minutes, a decision is made as to which hospital the patient should be taken on the basis of his special needs. If an ambulance has also been called to the scene, Rega fully cooperates with the medical team. None of this would be possible without Rega's Zurich-based operations center, which provides year-round, 24-hour service. Thousands of emergency telephone calls are received and more than 8,000 rescue operations are carried out annually. The 20 Rega operators come from a variety of professions, but all have excellent linguistic skills, speaking German, French, Italian, English and possibly Spanish. Their demanding work often involves close cooperation with other emergency services, and there are times when the operations center seems like a police headquarters, travel agency and telephone help-line all rolled into one. But though it may be hectic, at Rega one thing is never forgotten: saving lives comes first.

Toby Alleyne-Gee





La Rega: l'aide venue du ciel

Fondée en 1952, la Rega (Garde aérienne suisse de sauvetage) est une organisation caritative internationale, membre corporatif de la Croix-Rouge. Son évolution a suivi les progrès de l'aviation: d'abord spécialisée dans le secours en montagne, elle intervient aujourd'hui lors de catastrophes ou d'accidents en Suisse et à l'étranger, mobilisant des équipes médicales hautement qualifiées. Son action s'étend même au transport de sang ou d'organes destinés à des transplantations. Les opérations – plus de 8000 missions par an! – sont coordonnées à partir du Q.G. de Zurich.

Rega: Hilfe aus der Luft

Die Schweizerische Rettungsflugwacht Rega ist ein sogenanntes Korporativmitglied des Schweizerischen Roten Kreuzes. Die Zielsetzung der 1952 gegründeten Organisation ist eine humanitäre: Sie hilft in Not geratenen Menschen. Am Anfang ihrer Tätigkeit konzentrierten sich die Einsätze auf Berghilfe. Mit ihrem modernen Fluggerät und medizinisch hervorragend ausgebildeten Personal leistet die Rega heute in der Schweiz und im Ausland Katastrophen- und Unfallhilfe; zur weiten Palette der humanitären Aufgaben gehören unter anderem auch Blut- und Organtransporte. Die Alarmzentrale in Zürich koordiniert die jährlich mehr als 8000 Hilfseinsätze.

Rega Direct

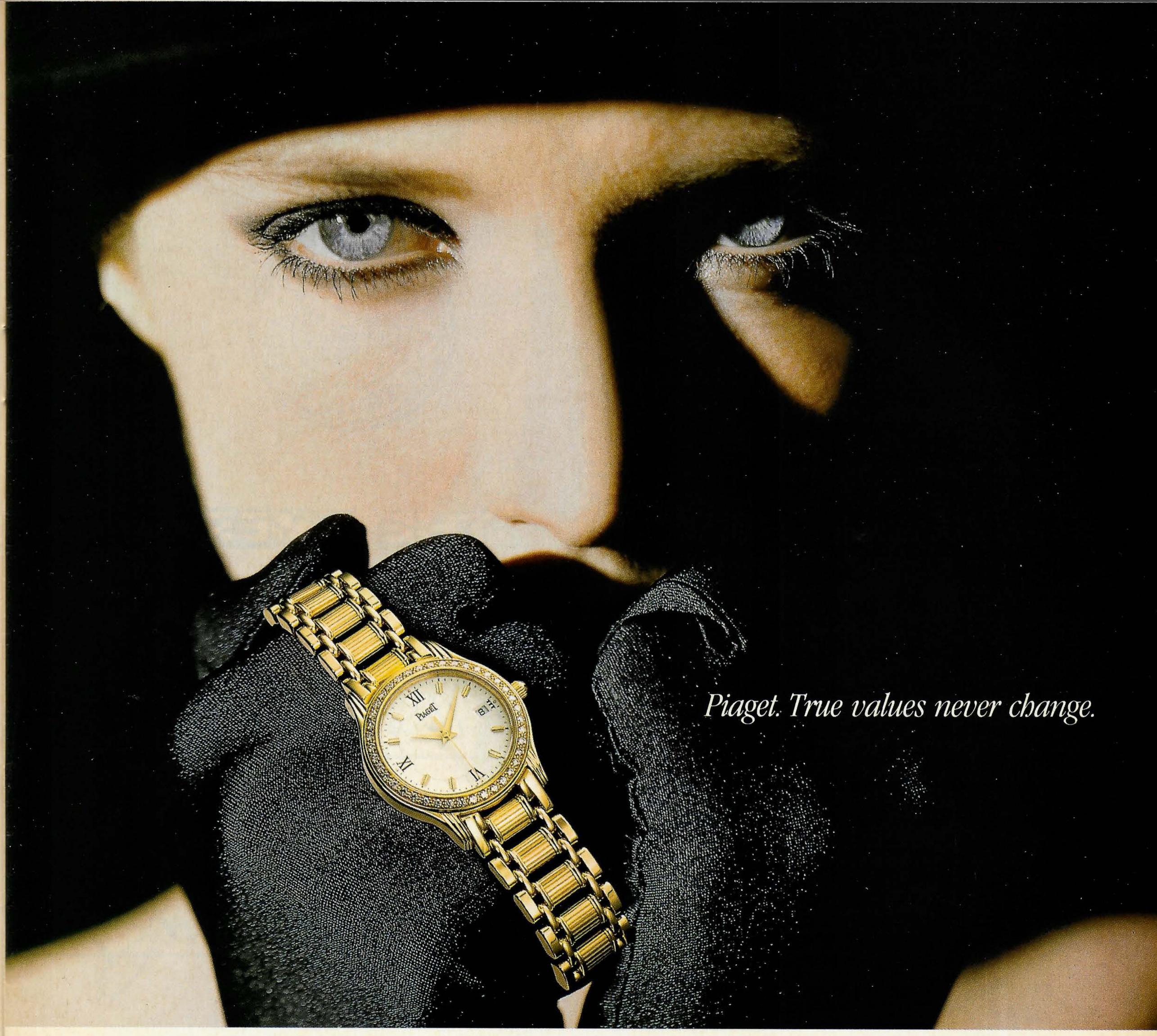
Emergency number: +41 1 383 11 11
For more information or to become a member of the foundation, contact: Rega, Mainaustrasse 21, CH-8008 Zurich, tel. +41 1 385 85 85, fax +41 1 385 82 33.

Rega headquarters in Zurich (above) receives calls for help around the clock and coordinates rescue operations at home and abroad.

La centrale d'alarme de Zurich (en haut) enregistre les appels de détresse 24 h sur 24 et coordonne les interventions en Suisse et à l'étranger.

Die Rega-Alarmzentrale in Zürich (oben) nimmt Hilferufe rund um die Uhr entgegen und koordiniert die Einsätze im In- und Ausland.

Photos: Rega



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18 K gold,
bezel set
with diamonds,
electronic
movement.

PIAGET

JOAILLIER EN HORLOGERIE DEPUIS 1874
GENÈVE

USA
Pacolet
221
176

EXPRESS

"I've just spent

wilderness and I don't have

me get

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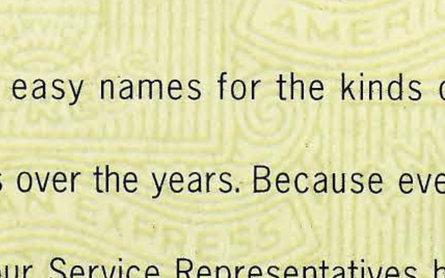
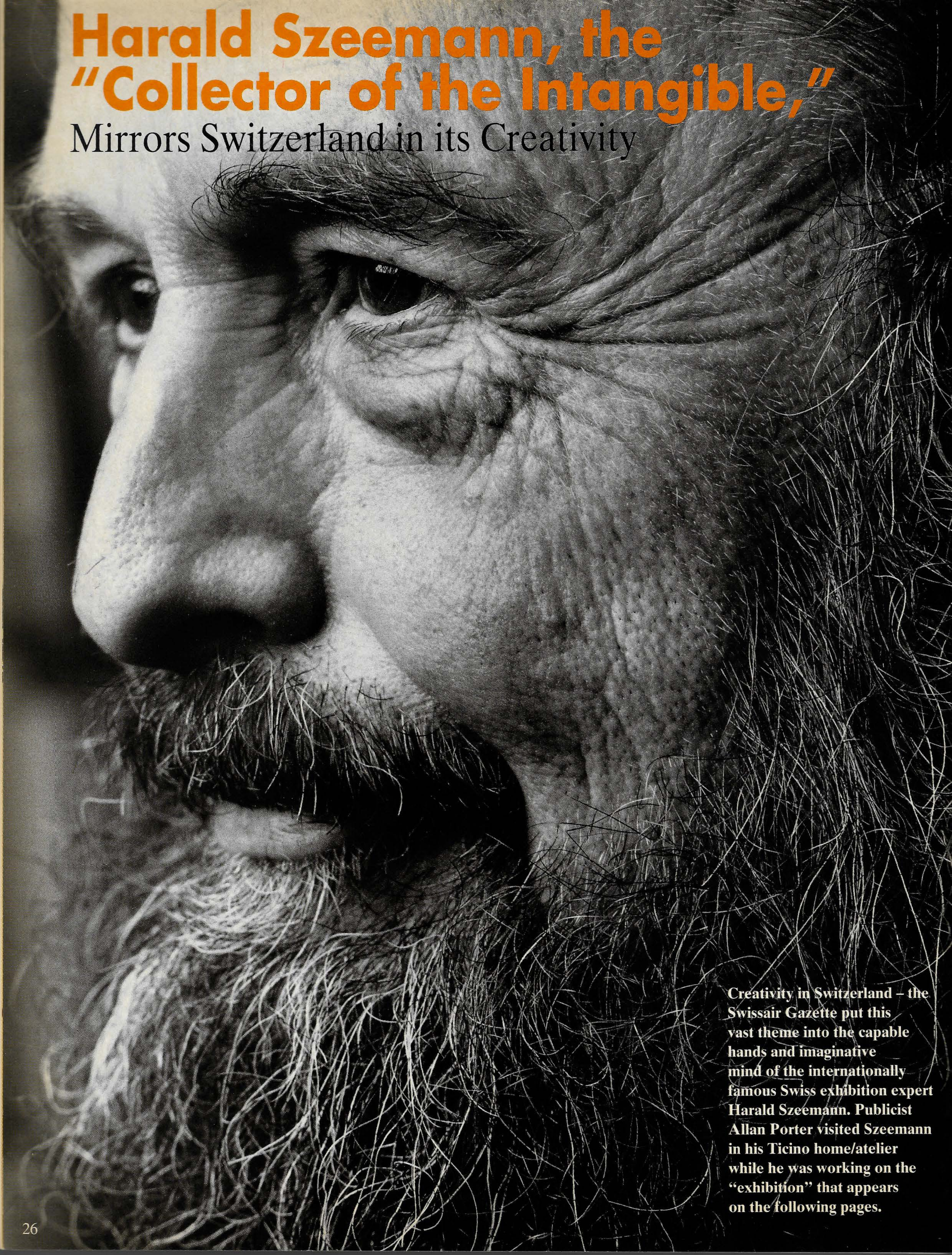


THERE IS ONLY ONE AMERICAN EXPRESS.

the same level of assistance in all instances, or provide our services when prevented by legal restrictions or matters beyond our control.

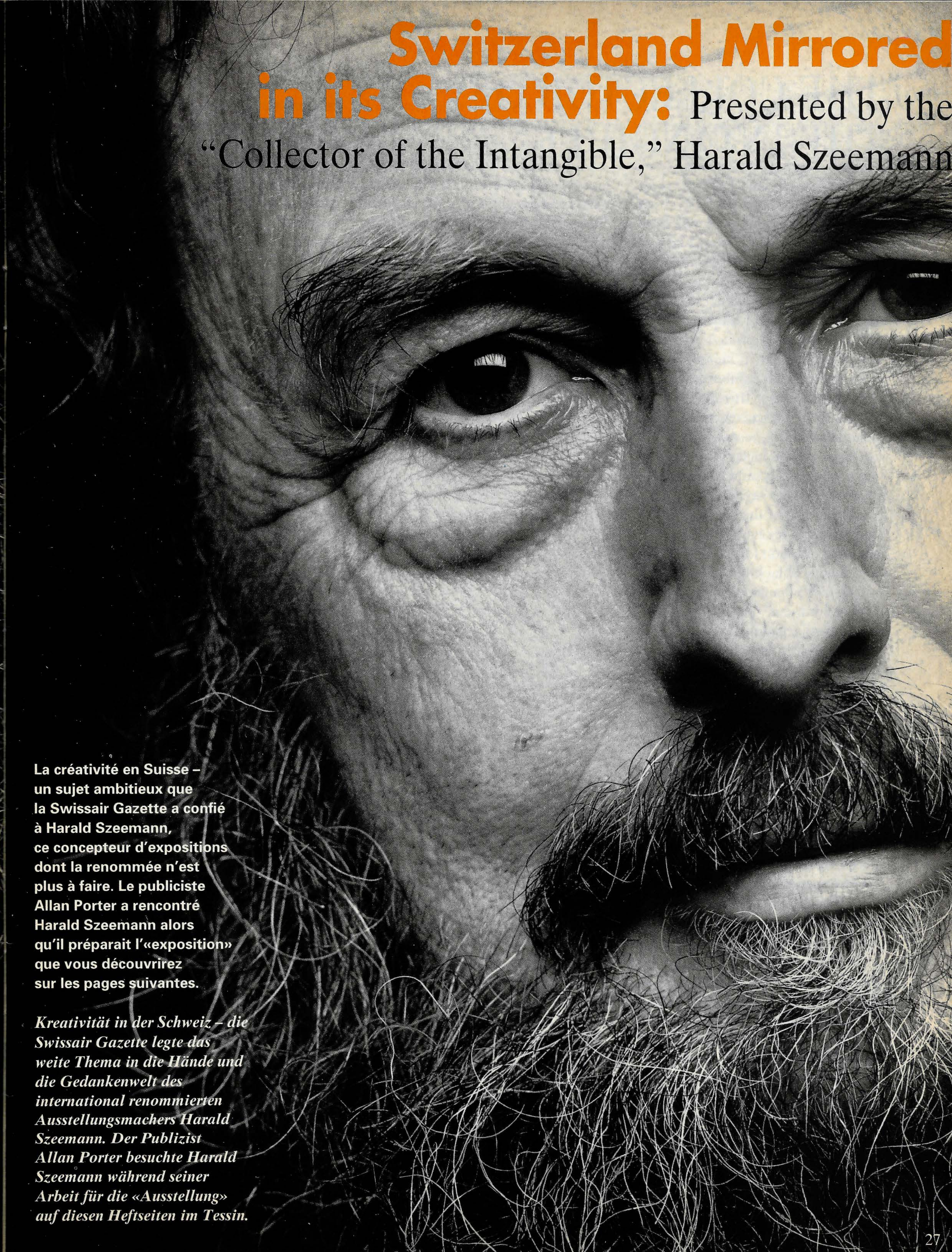
Harald Szeemann, the "Collector of the Intangible,"

Mirrors Switzerland in its Creativity



Creativity in Switzerland – the Swissair Gazette put this vast theme into the capable hands and imaginative mind of the internationally famous Swiss exhibition expert Harald Szeemann. Publicist Allan Porter visited Szeemann in his Ticino home/atelier while he was working on the "exhibition" that appears on the following pages.

Switzerland Mirrored in its Creativity: Presented by the "Collector of the Intangible," Harald Szeemann



La créativité en Suisse – un sujet ambitieux que la Swissair Gazette a confié à Harald Szeemann, ce concepteur d'expositions dont la renommée n'est plus à faire. Le publiciste Allan Porter a rencontré Harald Szeemann alors qu'il préparait l'«exposition» que vous découvrirez sur les pages suivantes.

Kreativität in der Schweiz – die Swissair Gazette legte das weite Thema in die Hände und die Gedankenwelt des international renommierten Ausstellungsmachers Harald Szeemann. Der Publizist Allan Porter besuchte Harald Szeemann während seiner Arbeit für die «Ausstellung» auf diesen Heftseiten im Tessin.

THE COLLECTOR OF THE INTANGIBLE

By Allan Porter

It is early morning at the Hotel Centovalli in Ponte Brolla, Ticino, and I am having breakfast with Harald Szeemann, the renowned Swiss "exhibition maker," which is the direct and literal translation of *Ausstellungsmacher.* The German term means more than just an exhibition designer or creator. It refers to one who conceives the ideas, researches the various elements, creates an environment for the selected exhibits, prepares the layout and writes the text for the catalog and, finally, executes his ideas in exhibition form.

Szeemann's black-bearded, smiling face is animated as he talks about his past and present projects. His longish black hair, basic dark trousers and white collarless shirts have become a sort of trademark look, almost as if he himself needed to form a neutral background to the dramatic contrast of his work.

Franz Meyer, retired director of the Basel Art Museum, calls Harald Szeemann an "art conveyor," one who can transform the most varied pieces of work into an extraordinary visual experience. He is a master of his trade and a rarity in his encyclopedic knowledge, not only of art, but of the entire zeitgeist that encapsulates the art or objects he is displaying at a particular time.

One of Szeemann's most famous exhibitions was entitled *Der Hang zum Gesamtkunstwerk* ("The Quest for the Total Artwork") in 1983, in which he aimed at presenting European culture and its obsession with the medium of exhibition as a complete art form unto itself. What may sound like a contradiction was, however, a success, and this basic idea has been at the root of most of Szeemann's exhibitions since. To Szeemann, time is not significant in either early or avant-garde periods of art: with equal gusto and profundity he moves easily between projects with such diverse subjects as Delacroix, Victor Hugo, Joseph Beuys, Cy Twombly, "Bachelor Machines" and "Monte Veritá," to mention but a few.

Harald Szeemann with research material/memorabilia in his Ticino studio.

The very core of Swiss creativity is documented at Szeemann's "Factory."

Born in Berne in 1933, Harald Szeemann went to Paris to study art history after completing his basic schooling in Switzerland. In his spare time, he created and performed his own one-man theater productions. When Franz Meyer left his post as museum director of the *Kunsthalle* in Berne in 1961, Szeemann replaced him, becoming one of the youngest persons in the world to hold such a position. During the eight years that he remained in Berne, he produced several memorable exhibitions, among them "Pictures of the Retarded Mind" in 1963, "Science Fiction" in 1967, the headline-grabbing *Verpackung* by Christo in 1968 (where the artist "wrapped" the entire museum building) and the famous "When Attitudes Become Form" in 1969.

After Berne, Szeemann created the exhibitions "The Object as Art" and "Happening and Fluxus" in Cologne, Germany, and then went off to Australia. When he returned, in 1972, he began working on "Documenta 5" in Kassel, Germany.

His two most recent projects have been the 1991 "Visionary Switzerland" in Zurich and Madrid, and the Swiss Pavilion at Expo 1992 in Seville. "My work in Seville was an experiment in creating a completely integrated exhibition, rather than a commerical one typical of a world's fair," Szeemann explains. "It was a success, and many of the countries represented there asked if we could work for them in the future, including Germany, now planning Expo 2000."

"The Factory," in Ticino's Maggia Valley, is Szeemann's studio, refu-

Photos: Armin Linke

gium and inspirational font. It houses all his research material and paraphernalia in boxes, books and files that fill about ten rooms in the two-story building. Among these thousands of items can be found the very core of Swiss creativity.

We were able to give Szeemann only 22 pages – far too few – to present examples of some of the creative talents that have evolved in Switzerland over the course of its 700-year history, along with their inventions, ideas and gifts to the world.

In Seville, Harald Szeemann did not stray from his ideas: he created a monumental exhibition without the usual trade show. He is doing the same here with the theme "Creativity in Switzerland." The exhibition you are about to witness cannot begin to cover the hundreds of names that could be included within this broad theme, nor does it presume that its chosen categories cover the full range of possibilities for creative expression in Switzerland. Still, much of it will surprise even the Swiss themselves, who have not always realized what a creative impact Switzerland has had internationally in the fields of science and the arts.

Allan Porter, originally from Philadelphia, was editor-in-chief of "Camera" magazine for 15 years. Today he is a freelance writer, photographer, publicist and designer and lives in Lucerne, Switzerland.

COLLECTIONNEUR DE L'INTANGIBLE

La création en Suisse? Plus vivante que jamais. Personne n'est mieux placé qu'Harald Szeemann pour en juger. Lui qui a mis sur pied quelques-unes des expositions les plus mémorables de ces vingt dernières années en Europe. C'est donc au célèbre «faiseur d'expositions» (*Ausstellungsmacher*, comme on l'appelle en Allemagne) que la Swissair Gazette a demandé de dresser un bilan de la créativité en Suisse. Mais qui est vraiment Harald Szeemann?

Né à Berne en 1933, Harald Szeemann a étudié l'histoire de l'art à Paris. En 1961, il est nommé directeur de la Kunsthalle de Berne où il organisera des expositions qui font date, par exemple lorsqu'il laisse Christo «emballer» le musée en 1968. Mais c'est surtout avec la «Documenta 5» de Kassel, en 1972, qu'Harald Szeemann est devenu un personnage incontournable de la scène artistique mondiale. Véritable «transmetteur d'art», selon les termes de Franz Meyer, ancien directeur du Musée des Beaux-Arts de Bâle, il n'a pas son pareil pour saisir l'esprit d'une époque *(Zeitgeist).* Ses expositions sont des événements: supervisant leur réalisation jusque dans les moindres détails, il les conçoit comme une sorte d'«œuvre d'art totale» *(Gesamtkunstwerk),* du nom d'une des plus célèbres, *Der Hang zum Gesamtkunstwerk,* en 1983. Son impact fut tel en Europe et en Amérique qu'elle a inauguré une nouvelle forme d'expositions et qu'elle fut la base de ses projets ultérieurs. Parmi les plus récents, on retiendra l'exposition *Visionäre Schweiz* à Zurich en 1991 et le Pavillon suisse à l'Expo 92 de Séville qui a eu un énorme retentissement. Ecoutons Szeemann: «Cela a été un vrai succès, au point que plusieurs des pays représentés nous ont contacté pour des projets, par exemple l'Allemagne, qui veut mettre sur pied une Expo 2000.»

Personnalité hors du commun, Harald Szeemann est un homme sympathique, plein d'humour, d'une grande simplicité. C'est en Suisse méridionale, au Tessin, dans une usine désaffectée qu'il a rassemblé ses immenses archives. Un lieu qui lui sert à la fois de refuge et de source d'inspiration. Un lieu à la mesure de cet esprit encyclopédique.

DER SAMMLER DES UNFASSBAREN

Gibt es eine schöpferische Schweiz? Mehr denn je! Wer wäre befähigt, dies zu beurteilen, wenn nicht Harald Szeemann, der in den letzten 20 Jahren einige der denkwürdigsten Ausstellungen realisierte. Er, der den Zeitgeist in eine neue Kunstform fasste, geniesst als Ausstellungsmacher internationale Anerkennung. Swissair Gazette bat ihn, eine Bilanz der Kreativität in der Schweiz zu ziehen. Doch wer ist diese schillernde, herausragende Persönlichkeit?

Harald Szeemann, 1933 in Bern geboren, studierte in Paris Kunstgeschichte. 1961 trat er die Nachfolge des damaligen Direktors der Berner Kunsthalle, Franz Meyer, an. Während seiner acht Jahre Amtszeit realisierte er aufsehenerregende Projekte wie «Pictures of the Retarded Mind» (Bilder des zurückgebliebenen Geistes, 1963) und «Science Fiction» (1967). Als der Verpackungskünstler Christo 1968 das Berner Museumsgebäude einpackte, avancierte Szeemanns Aktion zu einem denkwürdigen Medienspektakel.

Seit der Gestaltung der Kassler «Dokumenta 5» im Jahre 1972 ist Szeemann nicht mehr aus der internationalen Kunstszene wegzudenken, wenn er auch seine konzeptionelle Verwirklichung erst mit der Ausstellung «Der Hang zum Gesamtkunstwerk» (1983) fand. Das Thema steht Pate für seine künftigen Projekte. Die Ausstellung als Gesamtkunstwerk manifestiert sich als eine in sich geschlossene Kunstform. Nach diesem Konzept richtete Szeemann 1991 auch die Ausstellung «Visionäre Schweiz» in Zürich und den Schweizer Pavillon an der «Expo 92» in Sévilla aus, zwei seiner jüngsten Projekte. Mit Erfolg: «Viele der dort ausstellenden Staaten fragten uns, ob wir in Zukunft auch für sie arbeiten würden, darunter Deutschland, das derzeit die Expo 2000 plant», freut sich Szeemann.

Harald Szeemann bewahrte sich trotz seines Ruhms seinen ungekünstelten Charme. Was für lustvolle Ausstellungen wird die «wandelnde Enzyklopädie» noch auf die Beine stellen?

Creativity in Switzerland in the fields of science, philosophy, technology, art… an omnifarious and subjective selection compiled by Harald Szeemann.

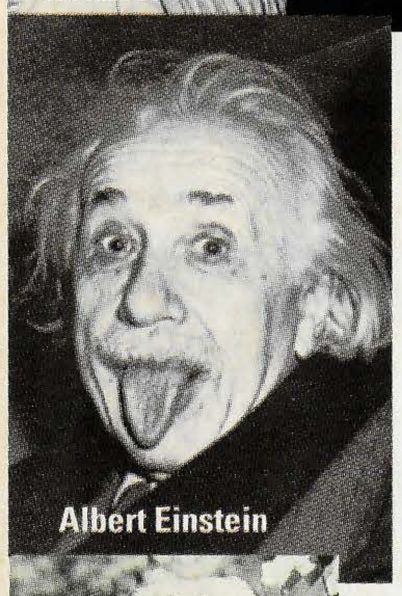
La créativité en Suisse: sciences et techniques, philosophie ou arts plastiques, la Suisse est un réservoir de talents. Harald Szeemann propose une sélection.

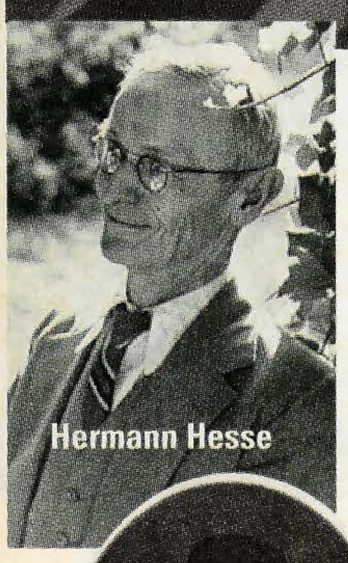
Kreativität *in der Schweiz in der Wissenschaft, Philosophie, Technik, Kunst… Eine weitsichtige und persönliche Auswahl von Harald Szeemann.*

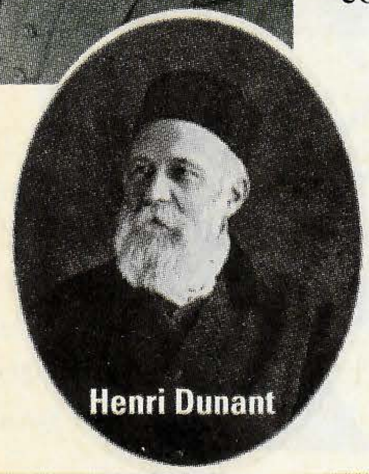
Selected Nobel Prize Winners

Heinrich Rohrer

For such a small country, Switzerland boasts a large number of award recipients.


Albert Einstein


Hermann Hesse


Henri Dunant

Carl Spitteler

Werner Arber

Karl Alexander Müller (left)

Richard Ernst

Heinrich Rohrer (1933–) Together with Gerd Benning, Nobel Prize for Physics in 1986 for his discovery of the raster electron microscope.

Albert Einstein (Ulm 1879–Princeton 1955) Citizen of Zurich since 1901. Patent office in Berne from 1902–1909. In this period he developed the theory of relativity and the law of equality of matter and energy. Since 1914 in Berlin. Went to the United States in 1933, where he taught at the Princeton Institute for Advanced Study. The pacifist received the Nobel Prize for Physics in 1921.

Hermann Hesse (Calw 1877–Montagnola 1962) Writer of German origin. Moved to Switzerland in 1899, became a Swiss citizen in 1924. Earned 1946 Nobel Prize for Literature for his collected oeuvre, which dealt with the contradiction of the body and the spirit, and combined Western and Eastern wisdom.

Henri Dunant (1828–1919) Shocked and moved by his war experiences, he demanded for an international aid organization. Started the Red Cross in Geneva in 1864. Initiated several other humanitarian institutions. First Nobel Prize laureate for peace in 1901. The second Nobel Peace Prize also went to Swiss: Elie Ducommun (1833–1906) and Charles André Gobat (1843–1914), the first directors of the International Peace Office in Berne.

Carl Spitteler (1845–1924) Author of the modern epic poem "Olympischer Frühling" (Olympic spring). Nobel Prize for Literature in 1919.

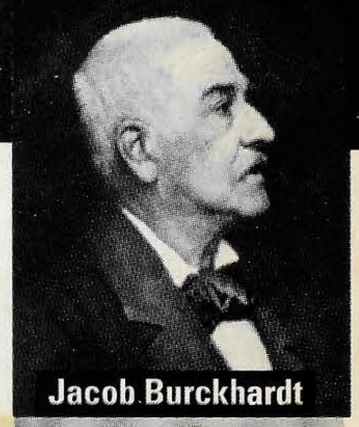
Werner Arber (1929–) Molecular biologist and founder of modern gene technology. 1978 Nobel Prize for Medicine with Daniel Nathans and Hamilton Smith.

Karl Alexander Müller (1927–) 1987 Nobel Prize for Physics with J. G. Bednorz for the discovery of a new type of high-temperature superconductor.

Richard Ernst (1933–) Developed Fourier-Transformation Nuclear Magnetic Resonance Spectroscopy, basis for the MR tomography used in medicine. 1991 Nobel Prize for Chemistry.

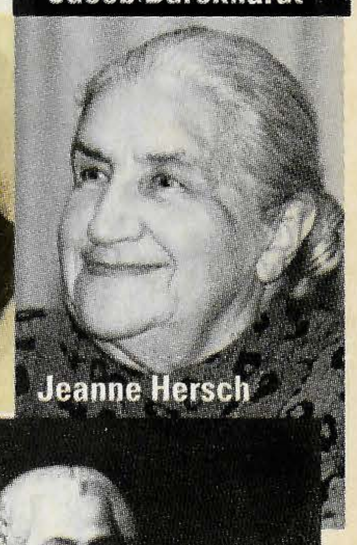
Philosophers

The World of Thought and Faith

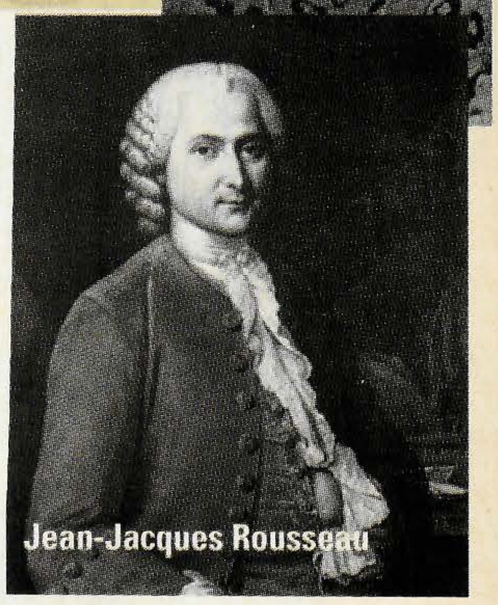

Jacob Burckhardt

Jacob Burckhardt (1818–1897) Promotor of a new history of culture and art. Author of important works on the art of the Renaissance period in Italy. His main works: "Geschichte der Renaissance in Italien" (History of the Italian Renaissance), 1868, and "Cicerone, eine Anleitung zum Genuss der Kunstwerke Italiens" (Cicerone, a Guide to the Enjoyment of Italian Art), 1855.

Johann Jakob Bachofen


Jeanne Hersch

Johann Jakob Bachofen (1815–1887) Basel law historian and anthropologist. In his major work "Das Mutterrecht" (Matriarchy), 1861, he outlined two of the matriarchal stages of human development preceding patriarchy.

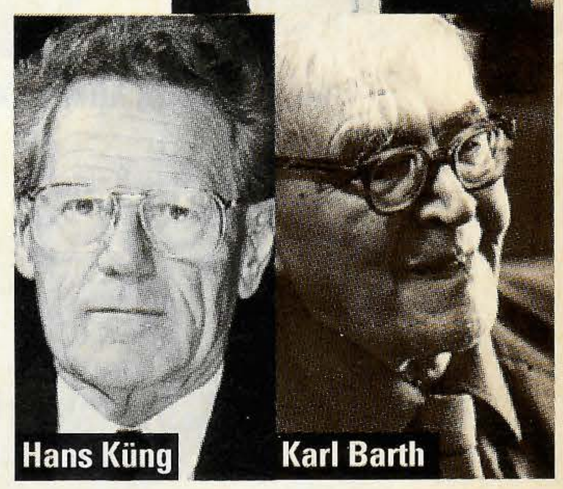

Jean-Jacques Rousseau

Jeanne Hersch (1910–) Geneva philosopher, a convincing defender of human rights and freedoms. Major work: "Les Idéologies de la réalité" (1956), "Le Droit d'être un homme" (1968), "Die Hoffnung, Mensch zu sein" (1990).

Jean-Jacques Rousseau (1712–Ermenonville, France 1778) Geneva writer, philosopher, historian, composer. Called first for a consciousness of the values of freedom, innocence and virtue, later for those values of the responsible citizen in the community. With his writings he influenced education and political thinking. Major works: "Du Contrat social" (1762), "Emile" (1762), "Les Confessions" (1781), "Les Rêveries du promeneur solitaire" (1782).

Karl Jaspers

Karl Jaspers (Oldenburg 1883–Basel 1969) German physician, psychologist and philosopher of self-fulfillment and self-knowledge. Taught in Basel since 1948, became citizen of Basel in 1967. Major works: "Von der Wahrheit" (1947), "Die Atombombe und die Zukunft des Menschen" (1958).

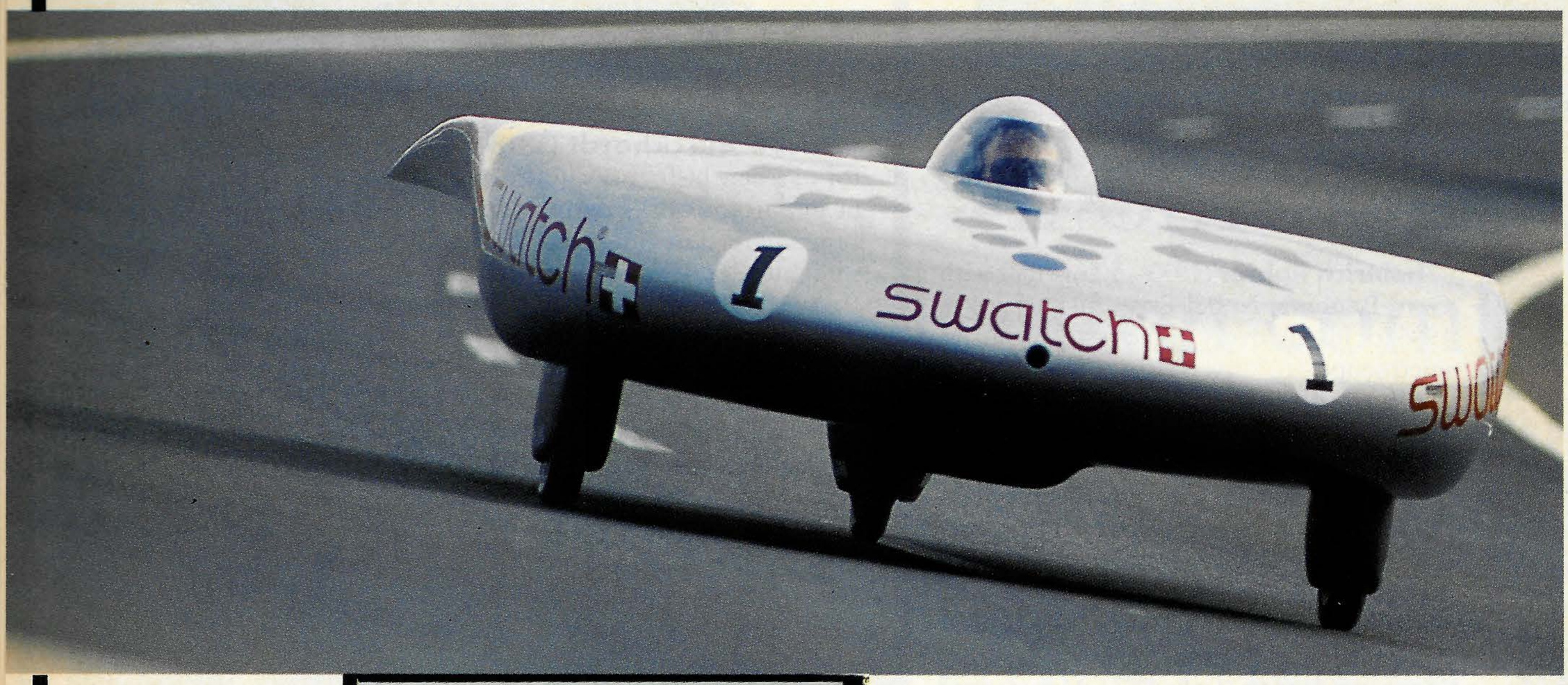

Hans Küng

Karl Barth

Hans Küng (1928–) Catholic theologian who teaches outside the official church institutions, having expressed doubts at the infallibility of the pope. He works for an open-minded ecumenicity in today's church.

Karl Barth (1886–1968) Protestant theologian from Basel. Socially and politically active defender of the confessional church. Founder of the dialectic theology. His thinking provoked a change in the protestant theology. His main work: "Kirchliche Dogmatik" (12 volumes), 1932–1967.

The Spirit of Biel This solar-powered vehicle developed by the Biel Engineering School won the World Solar Challenge in Australia in 1990. The planned "Swatch-mobil" is hoped to become a trump of the European auto industry: "A high-quality car with many technical innovations," its promoter, Nicolas G. Hayek, emphasizes.

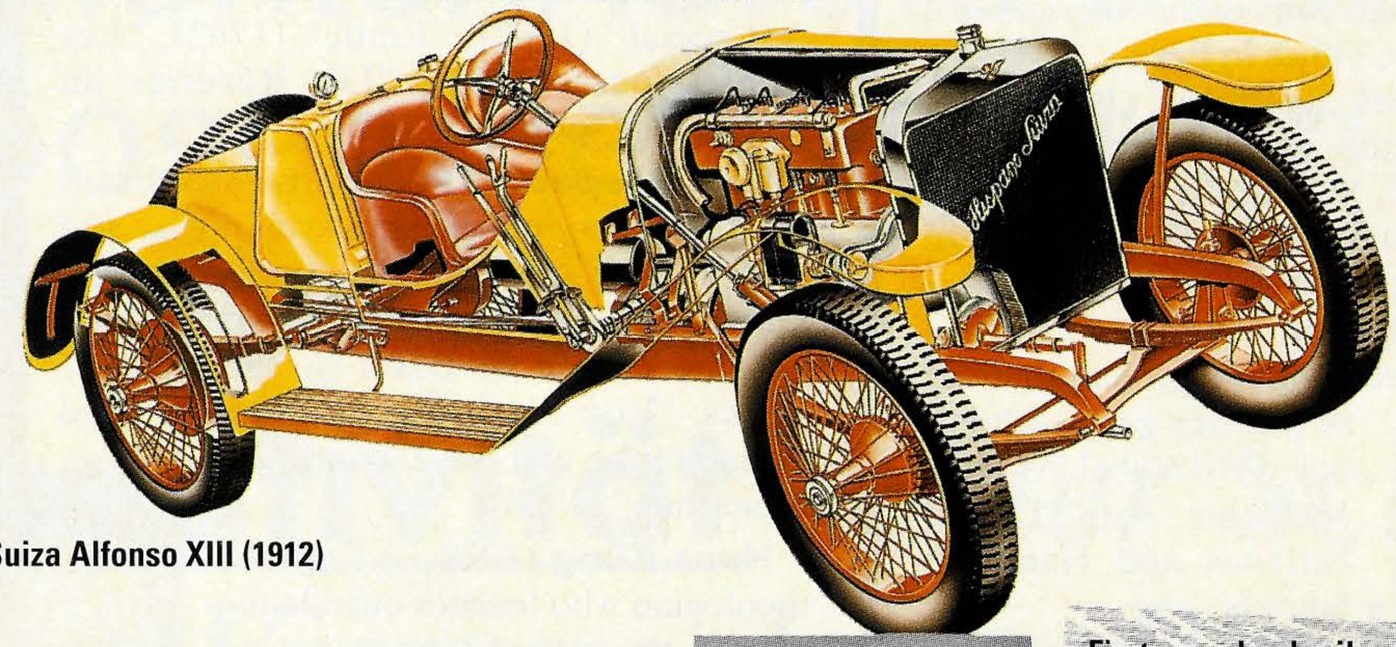


Daniel Jeanrichard (ca. 1670–1741) Legendary founder of the Jura region's watch industry. Instead of luxurious single models, he produced a series of watches that could be sold at affordable prices.

Daniel Jeanrichard

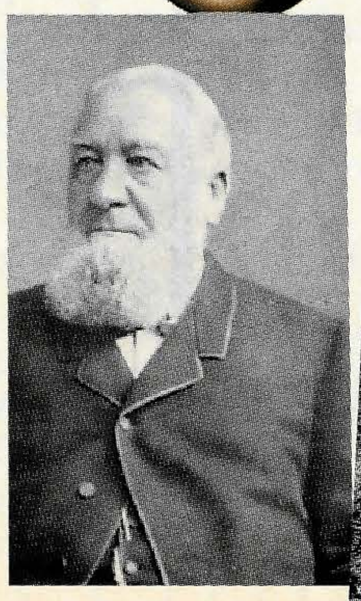
Marc Birkigt (1878– 1953) Geneva automobile engineer. He is the founder of "Hispano-Suiza" and constructor of four-cylinder cars – luxury and sports vehicles – and airplane motors.

Marc Birkigt



Hispano-Suiza Alfonso XIII (1912)

Niklaus Riggenbach (Gebweiler, Alsace 1817–Olten 1899) Railroad engineer. Involved in the development of the first Swiss locomotive. Inventor of the cogwheel railway. Celebrated his premiere on Mt. Rigi (Switzerland), then went on to work all over Europe, in India and in Latin America.



Niklaus Riggenbach

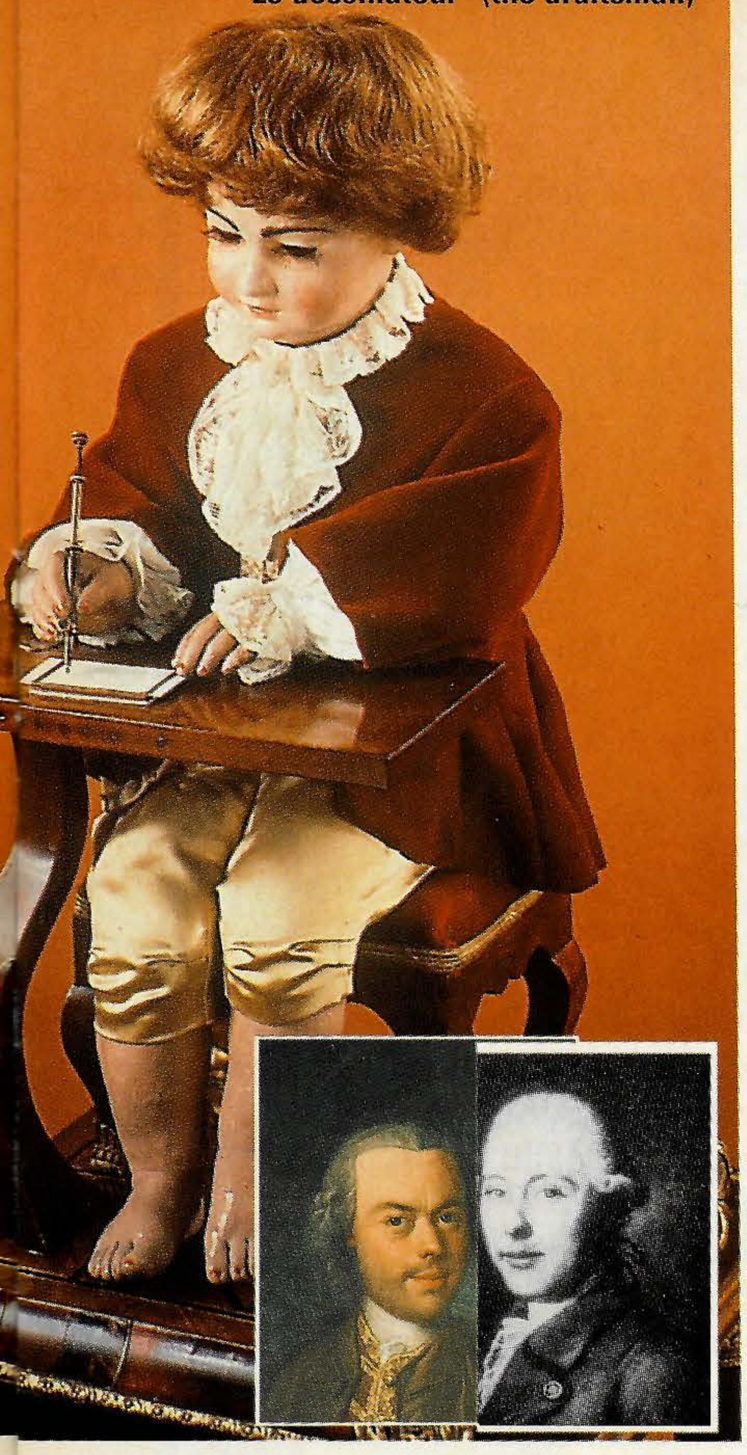
First cogwheel railway

Die Rigi-Eisenbahn: Die Brücke am Schnurtobel.

Inventions

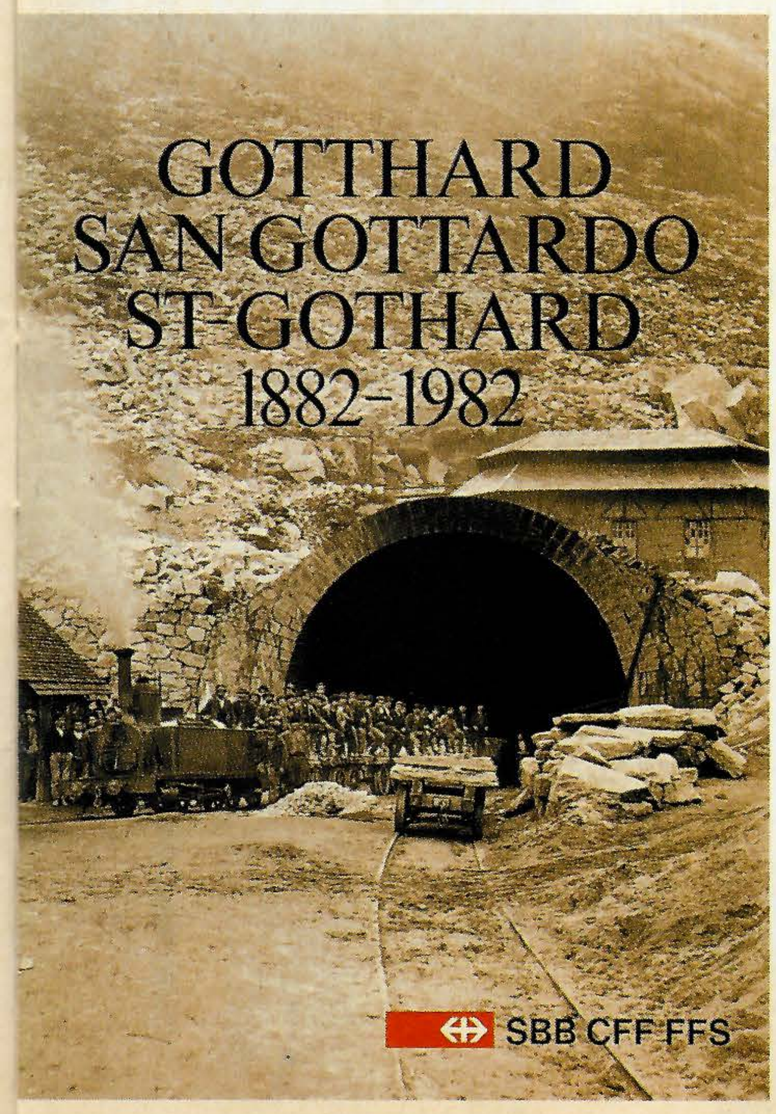
The Beauty of Technical Innovations

Pierre Jaquet-Droz, "Le dessinateur" (the draftsman)



Pierre Jaquet-Droz (1721–1790) Mathematician and watchmaker from the Jura region. He became world famous as the designer of mechanical automatons in the form of humans, the three androids "the musician," "the writer," and "the draftsman."

Gotthard Tunnel, north access



Louis Favre (1826–1879) Railroad and tunnel builder. At his own personal and financial risk, he took on the 15-kilometer-long Gotthard Tunnel project, which he did not live to see completed.

Louis Favre

1954 Chevys

Louis Joseph Chevrolet (1878–Detroit 1941) Born in La Chaux-de-Fonds. Inventor, motorcycle and automobile designer, bicycle and car racer. Founder of the Chevrolet Motor Car Company and the Chevrolet Aircraft Company.

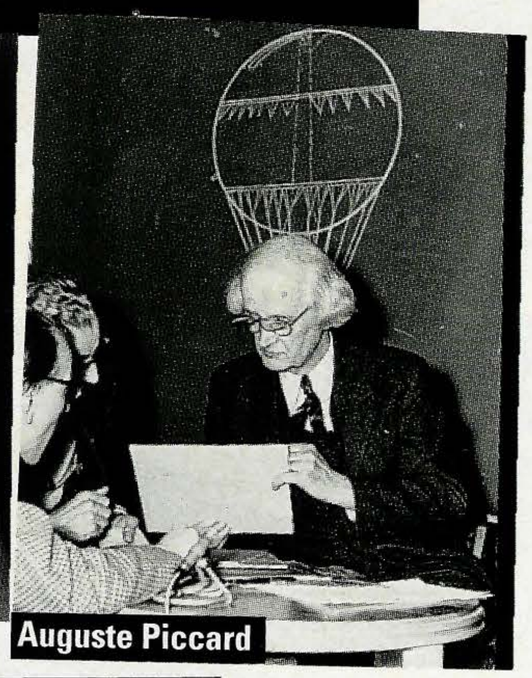
Louis Joseph Chevrolet

Adventurers

Exploring Places, Things, the Human Mind

Mosé Giacomo Bertoni

Johann Ludwig Burckhardt



Auguste Piccard

Walter Mittelholzer (left)

Mosé Giacomo Bertoni (1857–Foz do Iguaçu, Brazil 1929) Originally from Canton Ticino. Explorer, natural scientist and anarchist. Founder of farming colonies in Argentina and Paraguay (Colonia Guillermo Tell, later Puerto Bertoni), and of a natural history museum and a library.

Johann Ludwig Burckhardt (1784–Cairo 1817) Explorer in Syria, Palestine, Sinai, Egypt. Discoverer of the Temple of Abu Simbel and the City of Petra. First European to be invited to take part in a pilgrimage to Mecca. Better known as Sheik Ibrahim.

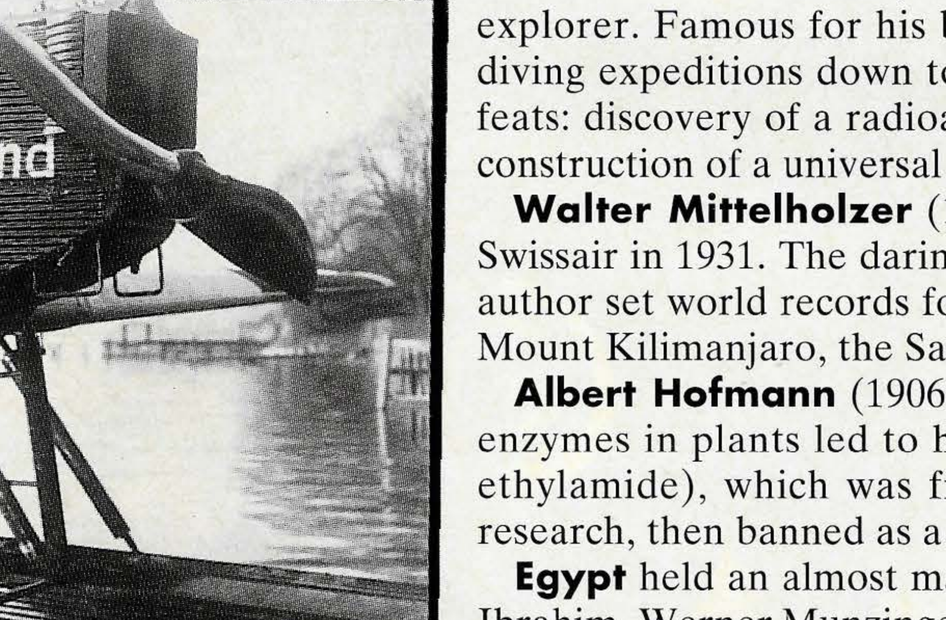
Auguste Piccard (1884–1962) Physical scientist, engineer, high-altitude and underwater explorer. Famous for his balloon rides up to 16,210 meters and diving expeditions down to 3,150 meters deep. Further scientific feats: discovery of a radioactive element, the later U 235 (1917), construction of a universal seismograph (1923).

Walter Mittelholzer (1894–Steiermark 1937) Co-director of Swissair in 1931. The daring pilot, aerial photographer and travel author set world records for traversing Africa and for flying over Mount Kilimanjaro, the Sahara and the Arctic.

Albert Hofmann (1906–) Chemist whose research about the enzymes in plants led to his discovery of LSD (lysergic acid diethylamide), which was first used in psychotherapy and brain research, then banned as a dangerous drug.

Egypt held an almost magical attraction for many Swiss: Sheik Ibrahim, Werner Munzinger Pascha (1832–1875), in his later years Governor General of the Red Sea and Eastern Sudan district, and the Egyptologist Edouard Naville (1844–1926), who was the first to publish the "Egyptian Book of the Death." Naville also excavated the Pharao Temple in Abydos.
Shown here is a copper engraving by Johann Bernhard Fischer von Erlach (around 1700).

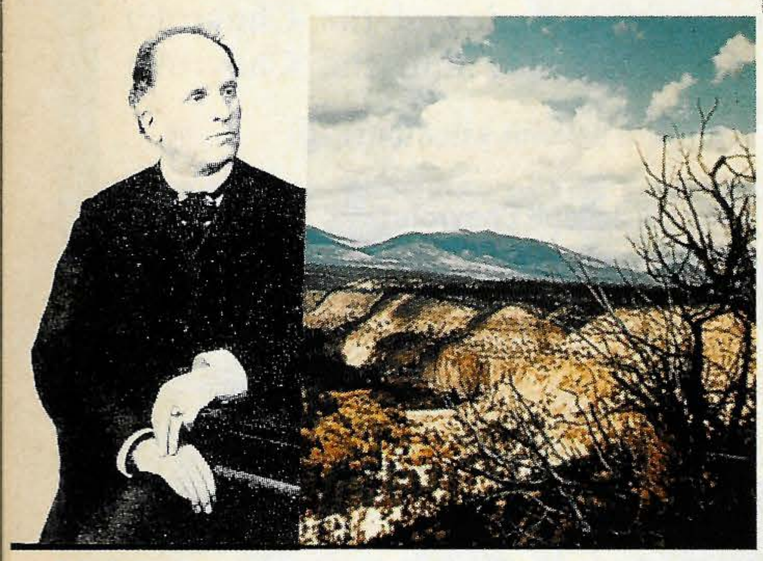
Albert Hofmann



Johann Bernhard Fischer von Erlach: the pyramids of Cheops, Chephren, Mykerinos and the Sphinx in Egypt.

Adolphe Francis Alphonse Bandelier (1840–Seville 1914) Archaeologist and ethnologist, famous for his research on the Pueblo Indian culture in New Mexico, and on the history of Mexico, Peru and Bolivia.

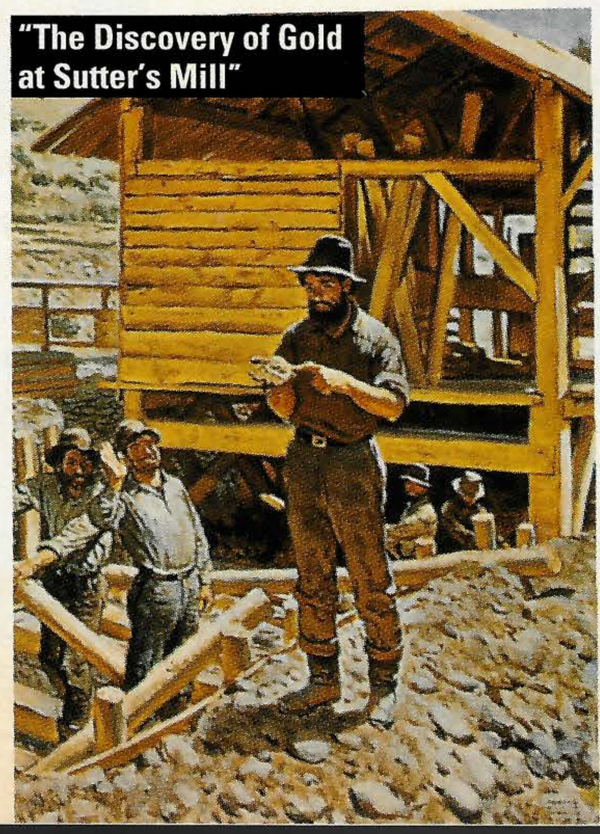
Johann August Sutter (Kandern, Württemberg 1803–Washington 1880) Merchant in Basel and Burgdorf. In California in 1839/40. Commissioner for the American Indians, captain-general in the Sacramento region. Founded New Helvetia, which was destroyed by the influx of 80,000 gold-seekers during the Gold Rush.
The "General" has been painted by Frank Buchser. "The Discovery of Gold at Sutter's Mill" has been painted by Harald von Schmidt.



Adolphe Francis Alphonse Bandelier

Bandelier National Monument near Los Alamos, New Mexico, U.S.A.

"General" Johann August Sutter

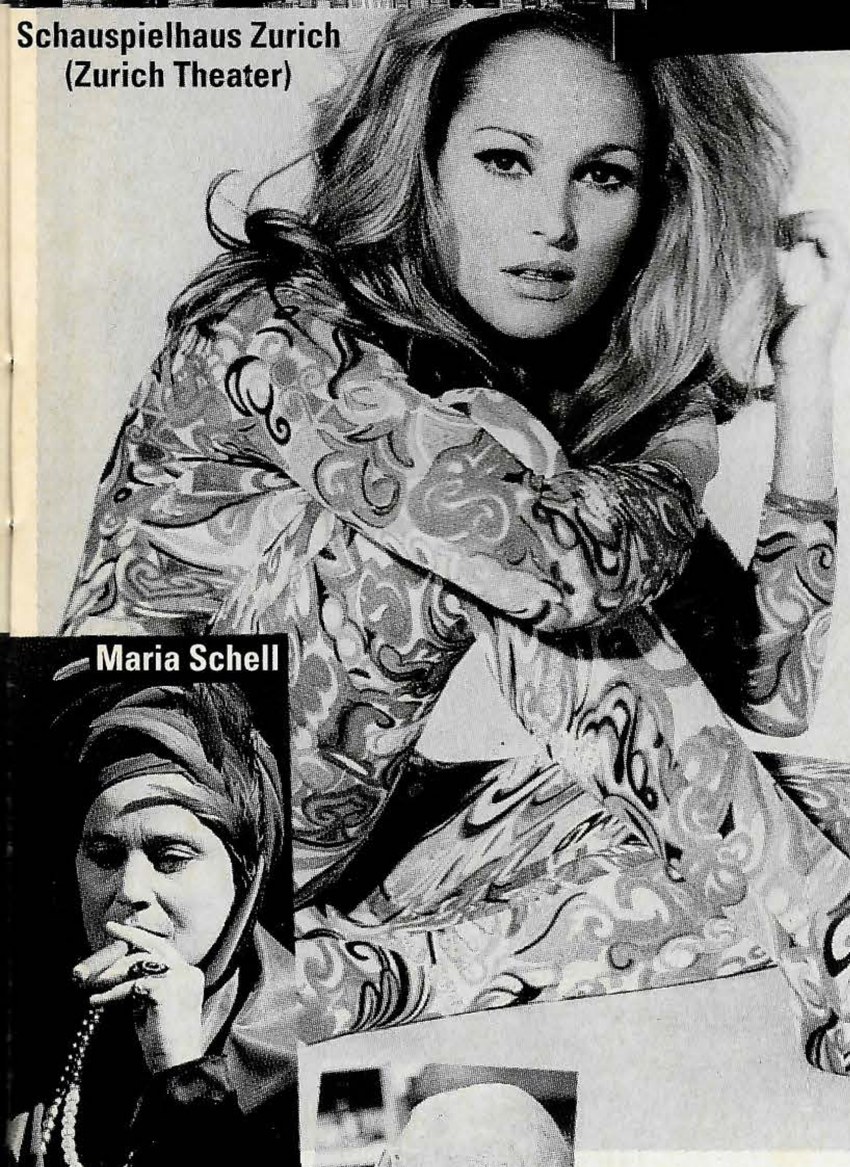


"The Discovery of Gold at Sutter's Mill"

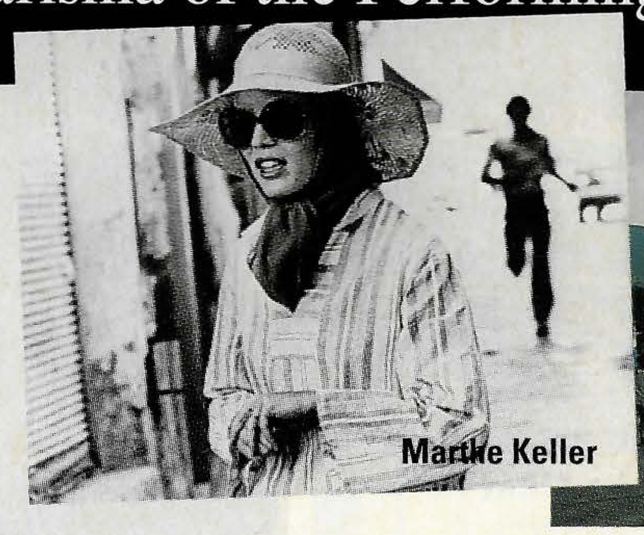
Theater, Film, Circus

The Charisma of the Performing Arts

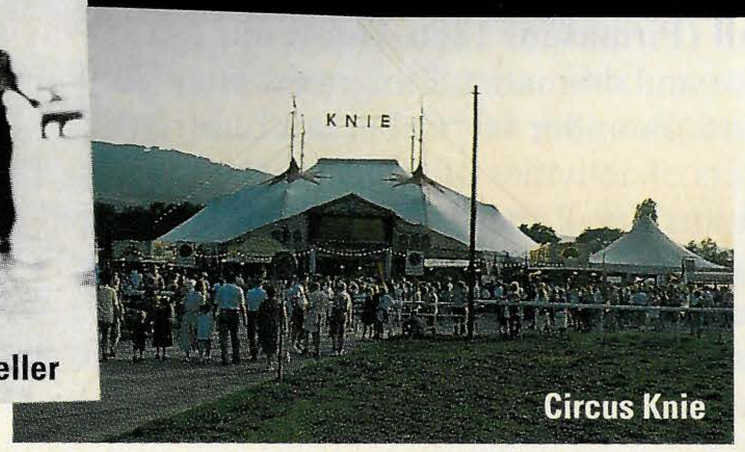
Schauspielhaus Zurich
(Zurich Theater)



Ursula Andress



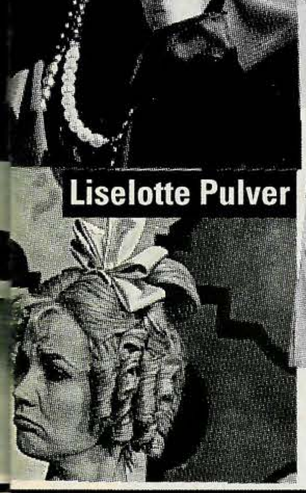
Marthe Keller



Circus Knie

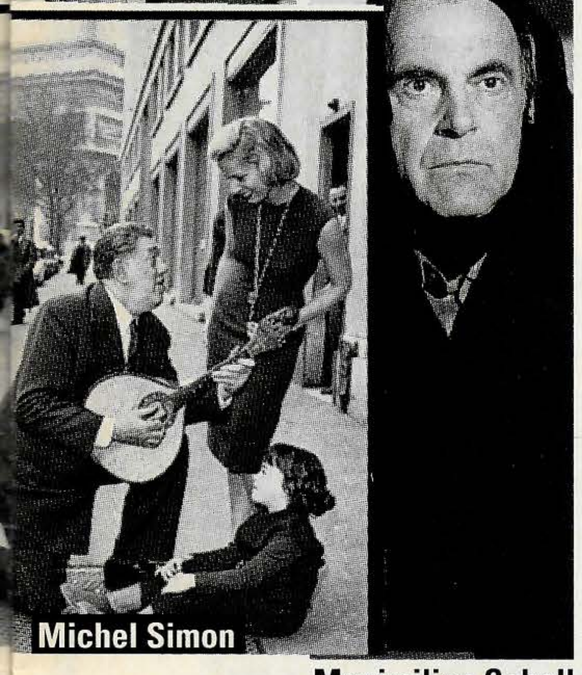
Jakob Andreff

Maria Schell



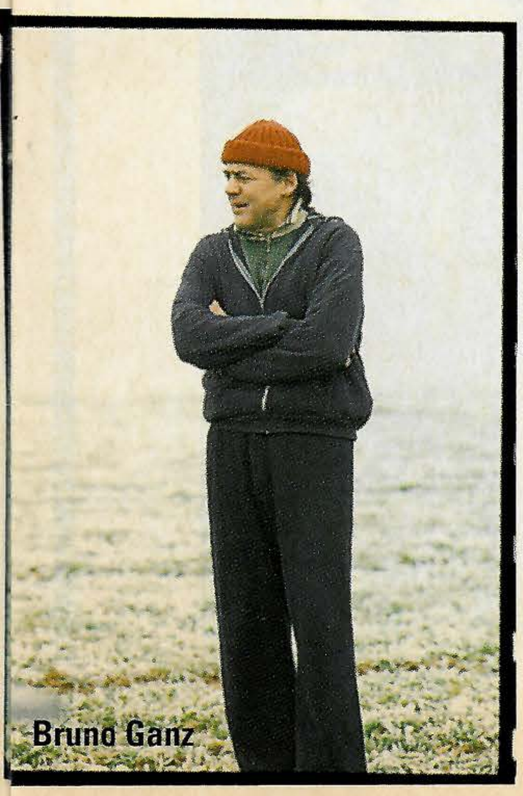
Liselotte Pulver

Heinrich Gretler



Michel Simon

Maximilian Schell



Bruno Ganz

Schauspielhaus Zurich Opened in 1884, it became one of the leading German-speaking theaters in Europe during the Nazi years, hosting the premieres of plays by Brecht, Frisch and Dürrenmatt.

Ursula Andress (1936–) Originally from Berne. Successful film actress in the 1960s with vamp and sex-symbol roles, among others in "Dr. No" (1962), "She" (1965) and "What's New Pussycat" (1965).

Marthe Keller (1945–) Dancer and actress from Basel. Since 1976 in Paris. Successful in film and theater, worked in Hollywood together with Henry Fonda in Billy Wilder's "Fedora" (1977).

Maria Schell (Vienna 1926–) Came to Switzerland in 1938. Acting debut at the Berne *Stadttheater.* The most popular actress in German film and theater in the 1950s.

Heinrich Gretler (1897– 1977) Character actor and cabaret artist. Early work with Brecht in Berlin, came to the *Schauspielhaus* Zurich in 1938. Portrayed various Swiss national heroes in films. Received the Hans Reinhart Ring award in 1962.

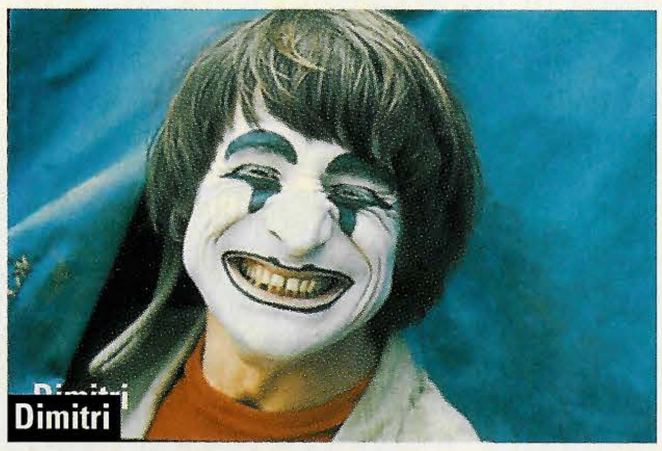
Liselotte Pulver (1929–) Film and theater actress in Germany and in Hollywood in films by Douglas Sirk: "A Time to Love and a Time to Die," 1957, and Billy Wilder "One, Two, Three".

Maximilian Schell (Vienna 1930–) Came to Switzerland in 1938 together with his sister Maria. Dramatist, director, actor. Won an Oscar for his role in "The Judgement at Nuremberg." German critics prize for the movie "Der Richter und sein Henker" (The Judge and his Hangman), based on Friedrich Dürrenmatt's novel.

Michel Simon (1895–Bry-sur-Marine 1975) Geneva theater and film actor. Discovered by Georges Pitoëff in 1920. Performed in plays with Charles Dullin and Louis Jouvet. Starring roles in over 100 films by Jean Renoir, Jean Vigo, Marcel Carné, René Clair, Julien Duvivier, Claude Berri.

Bruno Ganz (1941–) Successful protagonist at the Berlin *Schaubühne* and in film roles. Most recently playing classical roles at the *Salzburger Festspiele,* as well as in movies directed by Wim Wenders. Recipient of the Hans Reinhart Ring award in 1991.

Friedrich Knie (Erfurt 1794–1850) Founder of Circus Knie. Son of the court physician to Empress Maria Theresia. Continuation of the Knie dynasty under Karl Knie and Ludwig and Charles Knie, who became Swiss citizens in 1900. Specialized in horse and elephant training. Today, Circus Knie is managed by the sixth Knie generation.



Dimitri

Jakob Andreff (Paris 1919–Zurich 1976) After the war, one of the most original clowns in Circus Knie and in international vaudeville theater.

Dimitri (1935–) Given name Hans Müller. Originally a potter. Since 1959, solo performances as a mime and musical clown onstage worldwide and in Circus Knie. Has his own theater and performing arts school in Verscio (Canton Ticino).

Grock

Grock (1880–Imperia 1959) Originally Adrien Wettach. The essence of a clown. His 70-minute show was a masterpiece, containing previously unknown performance elements. From 1951 to 1954, he fulfilled his dream of having his own circus.

Max Haufler

Max Haufler (1910–1965) Began as a painter. In the 1930s, he became an actor and director. Cabaret artist. Played opposite Orson Welles in "The Trial" (1962).

Switzerland – Land of Exile

Cultural Fruits of Immigration

Hugo Ball (Pirmasens 1886–Gentilino 1927) Playwright, novelist, actor and dramatist. Emigrated as an antiwar activist to Switzerland. Founder of "Cabaret Voltaire" and "Galerie Dada," centers of activities of the Dada movement. His diary, "Die Flucht aus der Zeit," is a main source of that period. Wrote a biography about Hermann Hesse.

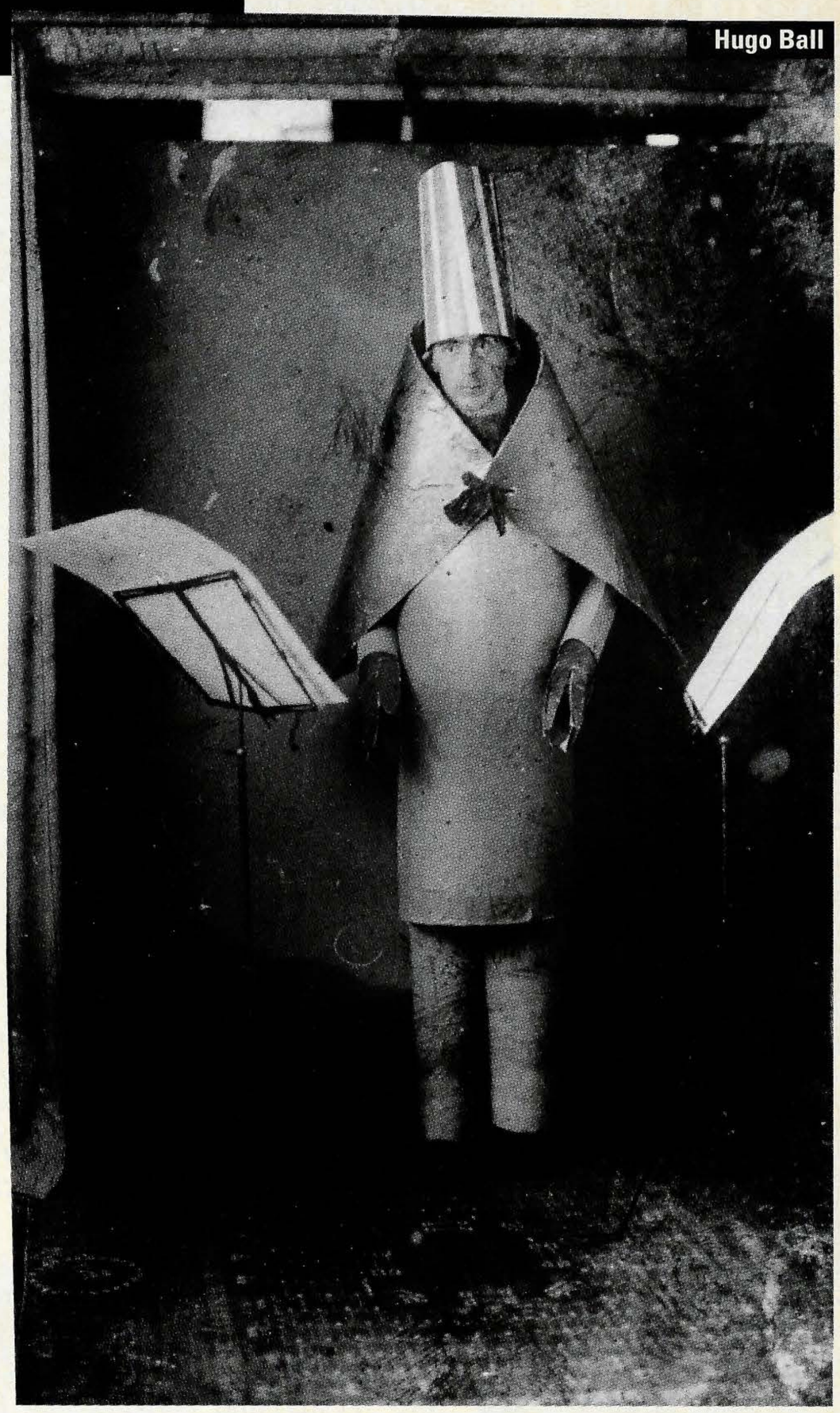
Oskar Kokoschka (Pöchlarn 1886–Villenueve 1980) Austrian expressionist, painter, poet and graphic artist. After living in Prague and London, he moved to the Lake Geneva region in 1953.

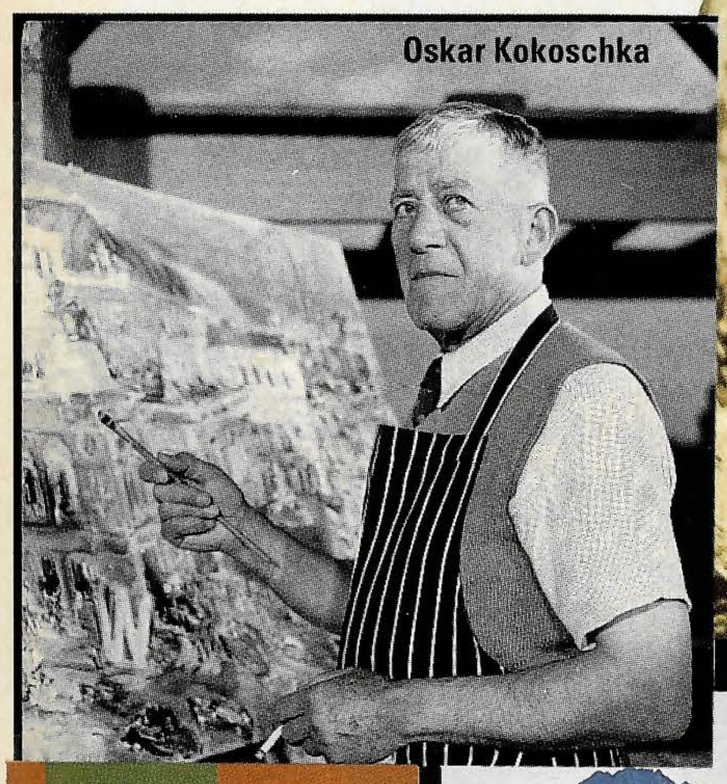
Richard Wagner (Leipzig 1813–Venice 1883) The originator of the musical drama lived after the Dresden Revolution for an extended time in Zurich (1849–1858), Lucerne (1854–55, 1857–1859) and Triebschen (1866–1872). Most of his major works were produced during his years in Switzerland.

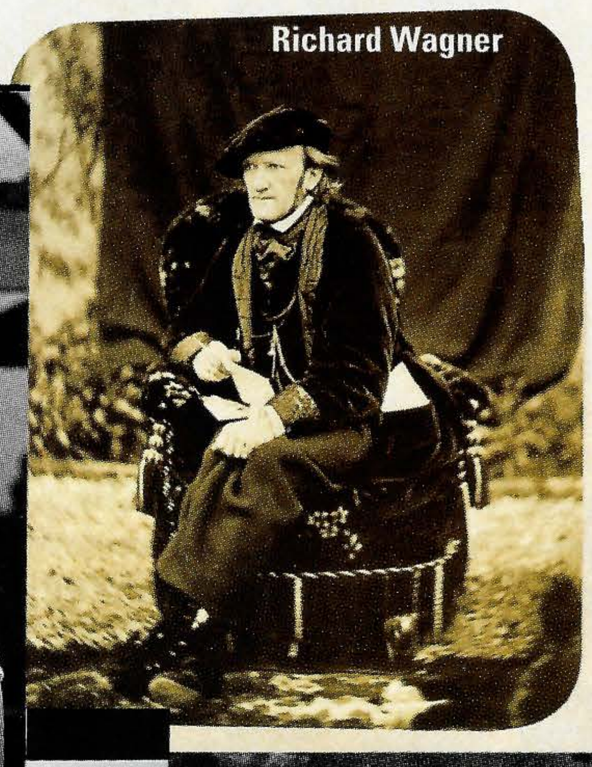
Friedrich Nietzsche (Röcken bei Lützen 1844–Weimar 1900) Visionary, militant and tragical philosopher. Professor in Basel from 1870–1879. Lived and worked periodically in Sils-Maria from 1879–1888, where he created his masterpiece of philosophical poetry, a hymn to the superhuman: "Also sprach Zarathustra."

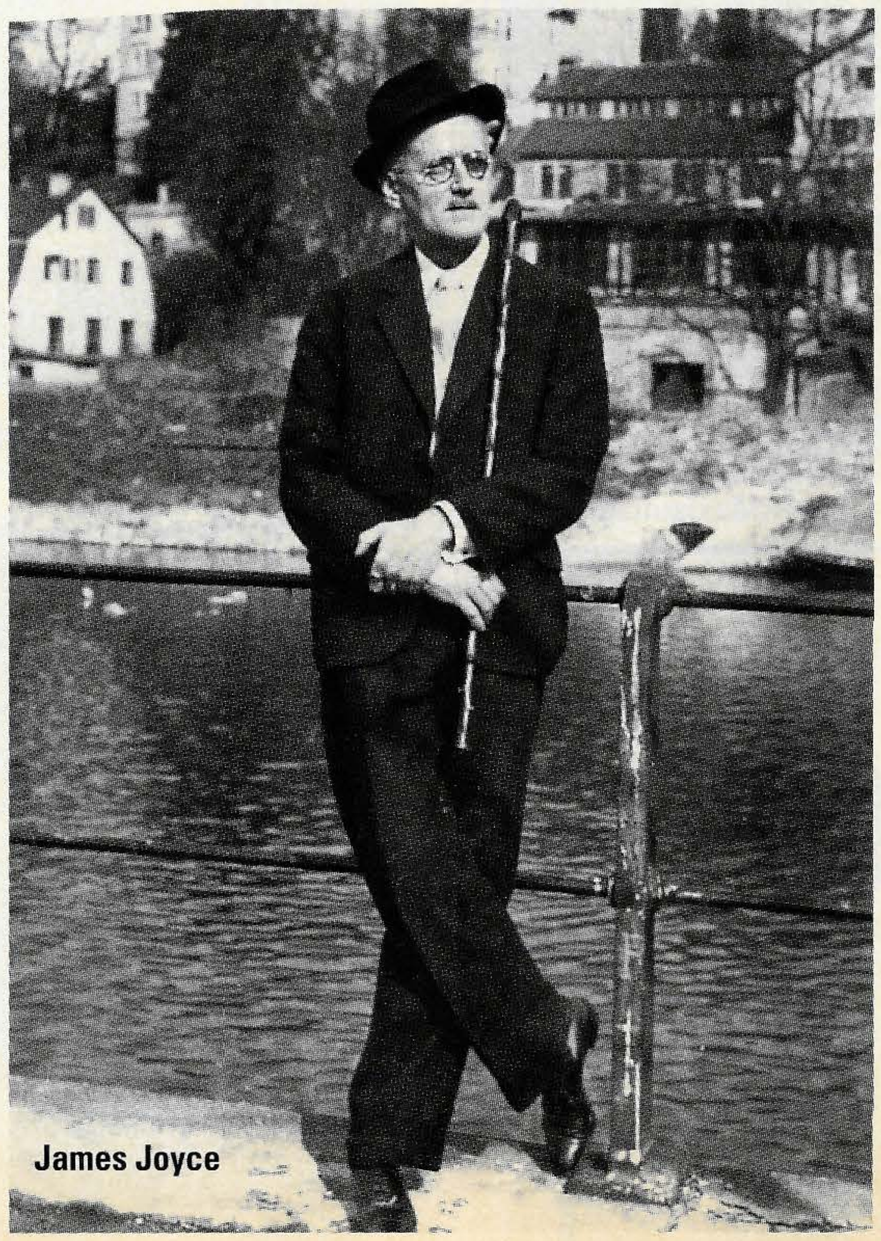
Lou Andreas-Salomé (1861–1937), a friend of Nietzsche and Rainer Maria Rilke and a student of Freud, who inspired the philosophers Nietzsche and Paul Rée (1849–1901). Rée died in an accident in the Upper Engadine, where he was working as a doctor for the poor.

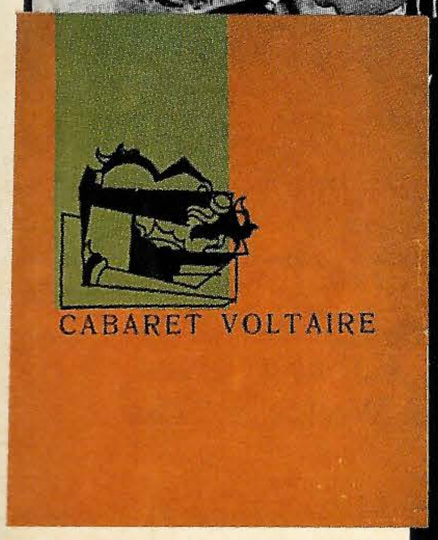
James Joyce (Dublin 1882–Zurich 1941) Literary revolutionist. Lived from 1915 until 1919 and during the last weeks of his life in Zurich, where parts of his "Ulysses" were written. "Zurich is so clean," he once said, "that you could eat spilled minestrone off *Bahnhofstrasse* [the main street] without a spoon."


Hugo Ball

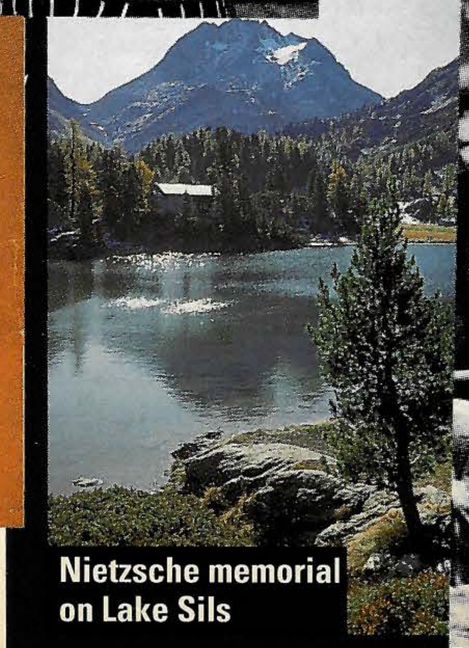

Oskar Kokoschka

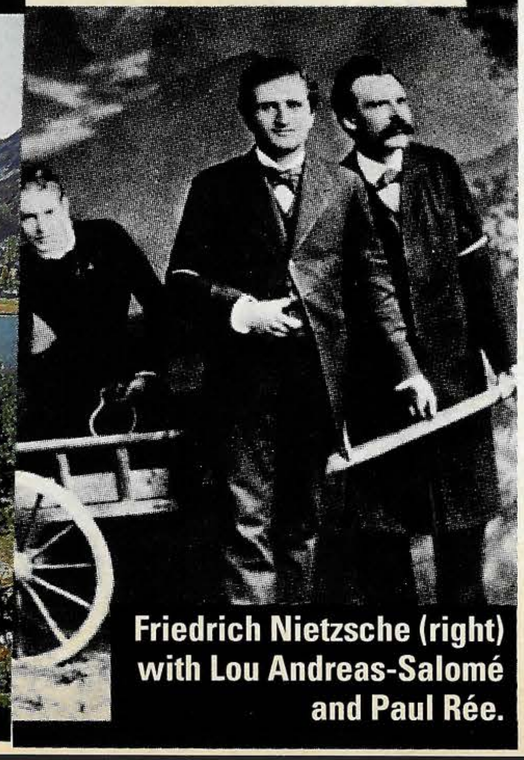

Richard Wagner


James Joyce



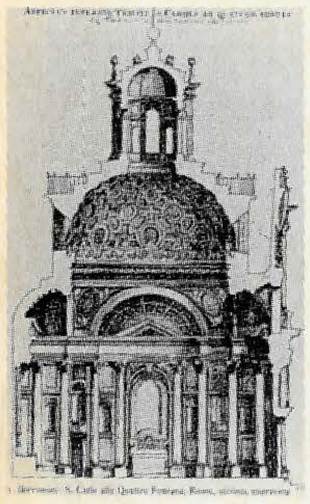
Dada newspaper (1916)


Nietzsche memorial on Lake Sils


Friedrich Nietzsche (right) with Lou Andreas-Salomé and Paul Rée.

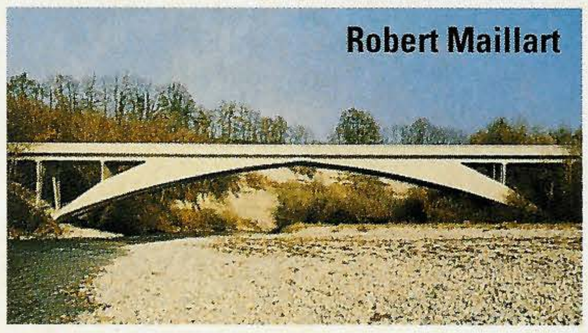
Architecture

A Proud Look at Structures Built by Swiss Architects Abroad



Francesco Borromini

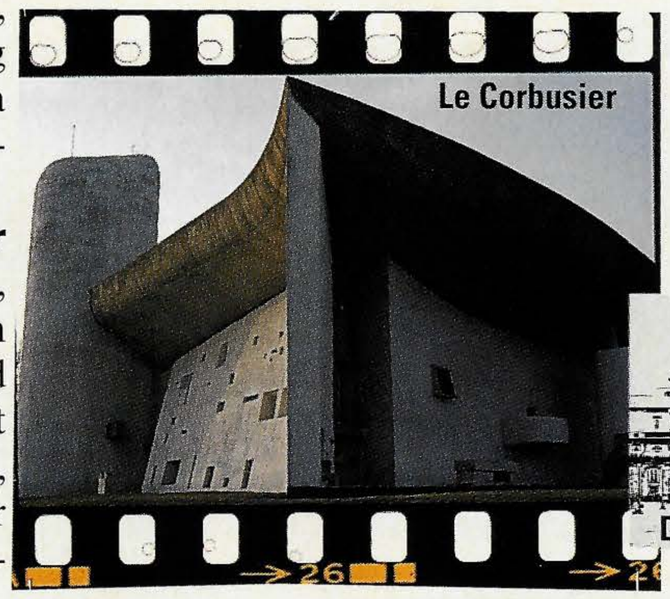
Francesco Borromini (1599–Rome 1667) Began his career as a stone mason. Student of Carlo Maderno, rival of Bernini. Built in Rome the churches of *San Carlo alle Quattro Fontane* (1634–1641), pictured, and *Sant'Ivo della Sapienza* (1642–1650), with the daring ground plan of a starshaped hexagon.



Robert Maillart

church structure. Our picture shows Maderno's project with corner towers that were never built.

Robert Maillart (1872–1940) Bernese civil engineer specializing in bridges. Developed a comprehensive technical construction system from all the elements involved, which also turned out to be a highly aesthetic achievement. His railroad bridge in Klosters, Switzerland, has been awarded "World Monument" status. Shown is his also famous Rossgraben Bridge. Maillart is the inventor of fungiform roofs used for industrial buildings.



Le Corbusier

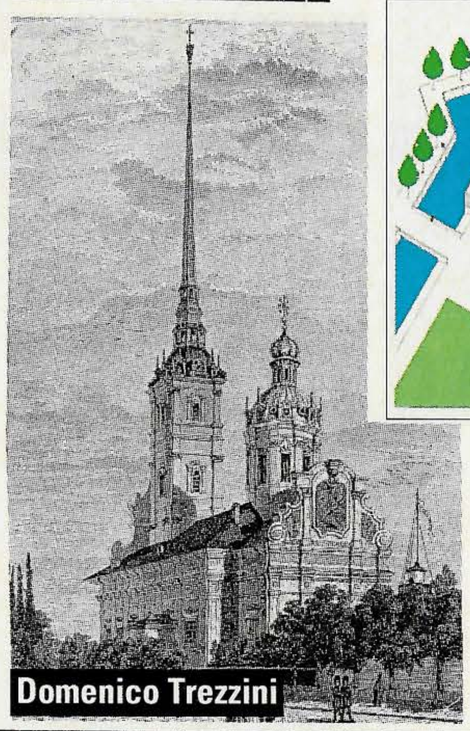
Le Corbusier (1887–Roquebrune, France 1965) Given name Charles-Edouard Jeanneret. Self-taught architect, theoretician, painter and sculptor from La Chaux-de-Fonds. Called for architecture appropriate to the "Age of Machines" and proportions appropriate for the human being ("Modulor"). He designed mansions, monasteries, housing units, government buildings. His project for the League of Nations Palace in Geneva, which was rejected, and urbanistic visions for Paris and Algiers became especially famous. In his later years he created the Pilgrimage Church of Ronchamp (pictured) with a ceiling that gives the building the appearance of a ship.

Domenico Fontana

Domenico Fontana (1543–Naples 1607) City planner for Pope Sixtus V in Rome. Built an obelisk on St. Peter's Square. Completed the dome of St. Peter's Church, and built the Lateran Palace (1586–1590), as well as the Vatican Library and the Palazzo Reale in Naples (1600–1602), shown in the picture.

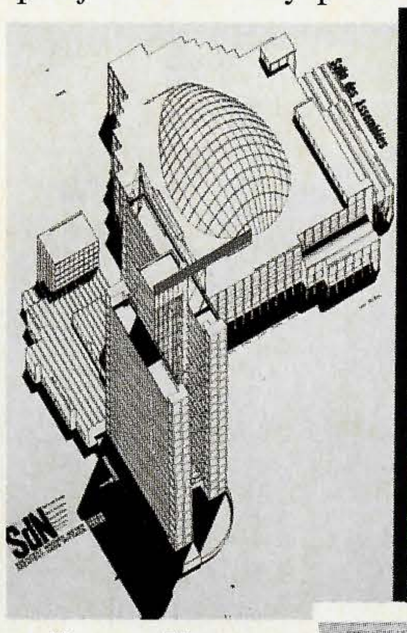
Luigi Snozzi

Luigi Snozzi (1932–) Architect favoring simple structures that incorporate their surroundings. Considers all factors involved in seeking a solution to the problems of city building projects. His concept of the body of a building melting into the landscape is evident in the Rotterdam Museum of Architecture, shown here.



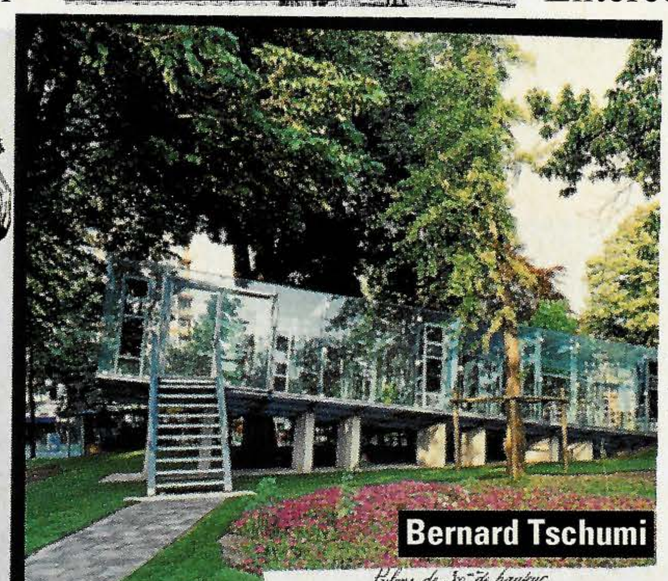
Domenico Trezzini

Domenico Trezzini (1670–St. Petersburg 1734) Entered the service of Czar Peter I in St. Petersburg in 1703. As chief architect in St. Petersburg, supervised the completion of the Peter and Paul Fortress. Built the first Summer Palace, the Peter and Paul Cathedral (pictured) and other large works.



Hannes Meyer

Hannes Meyer (1889–1954) Former director of the Bauhaus in Dessau, Germany. Developed projects for city planning in the former USSR and residential housing in Switzerland and in Mexico. Most of his boldest designs, distinguished by dynamic Russian constructivism, never got further than on paper, such as the planning of the greater Moscow area and the League of Nations Palace in Geneva, shown in the picture.



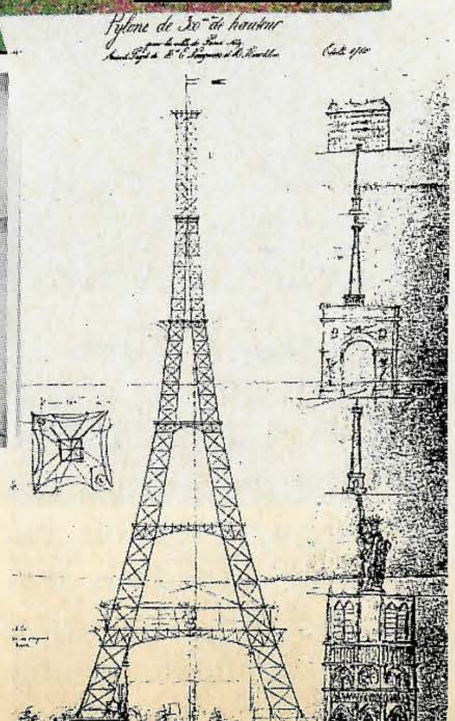
Bernard Tschumi

Bernard Tschumi (1944–) Works in Paris and New York. Winner of the competition for the *Parc de la Villette* in Paris. Built Tokyo's National Theater and Opera House in 1986, and the Art and Media Center in Karlsruhe in 1989. He is currently working on the *Bibliothèque Nationale* (National Library) in Paris. Shown here is his Glass Video Gallery, installed in Groningen. He participated in the "Deconstructionist Art" exhibition in New York's Museum of Modern Art in 1988.

Carlo Maderno

Carlo Maderno (1556–1629) A leading architect of the Baroque period in Rome. As a project manager, he completed St. Peter's Church with its entrance, façade and nave, making it the largest-ever

Maurice Koechlin (Brühl, Alsace 1856– Vevey 1946) Zurich civil engineer. Worked in Gustave Eiffel's construction company since 1879. The idea and technical drawings for the Eiffel Tower were his work.

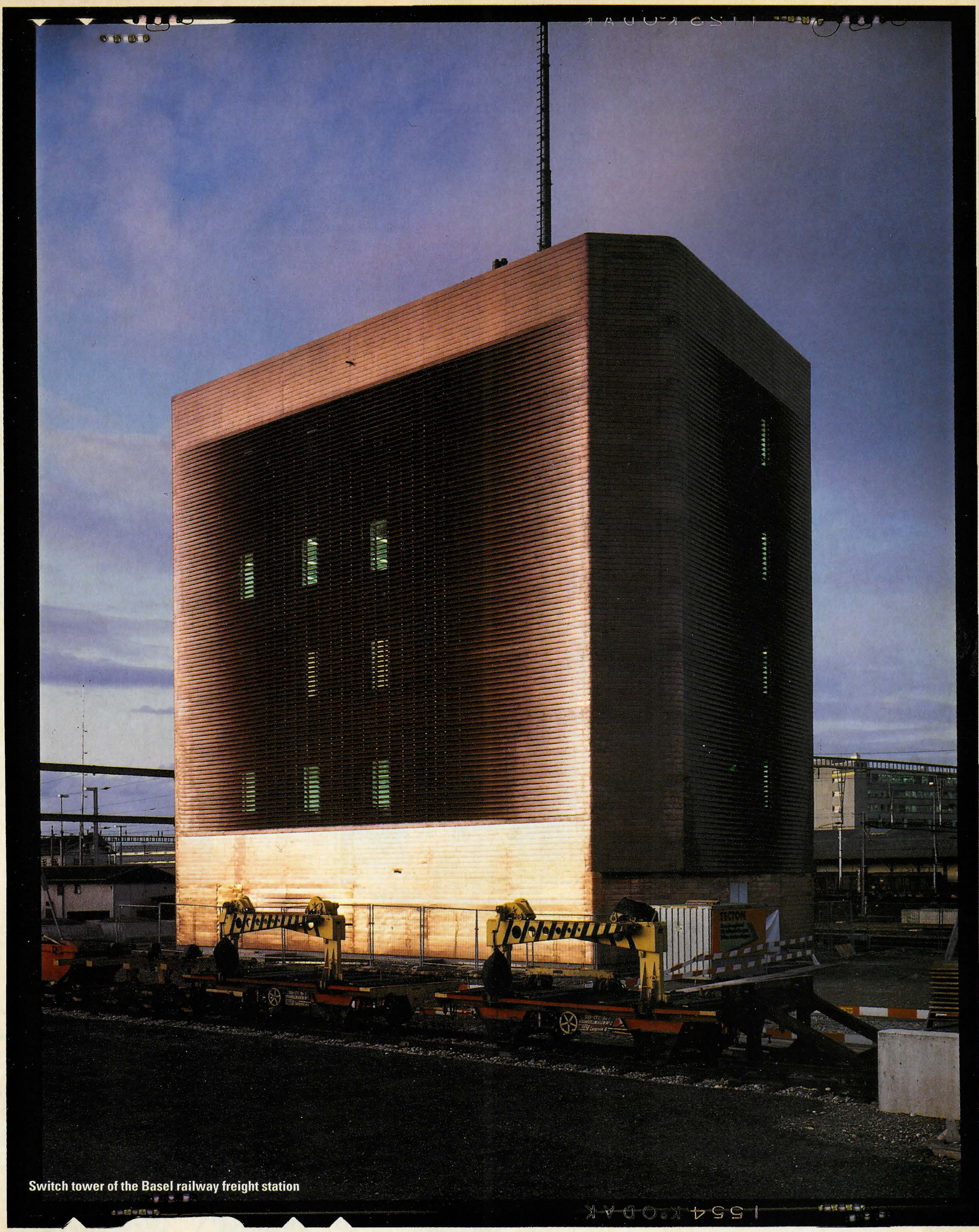


Maurice Koechlin

Othmar Herbert Ammann (1879–Rye, N.Y. 1965) Zurich civil engineer who emigrated to the United States in 1904 and became chief engineer for the Port of New York Authority. Built the George Washington Bridge (1927–1931). Advisor for the Golden Gate Bridge. Rebuilt the Tacoma Bridge (1941). Largest project: the Verrazano Narrows Bridge in New York (pictured).

Pietro Antonio Solario (ca. 1450–Moscow 1493) Worked with his father in Milan (Milan Cathedral, Maggiore Hospital). Went to Moscow in 1490. Built the main towers of the Kremlin (pictured) and the walls of Novgorod.

Mario Botta (1943–) Training with Carlo Scarpa, worked with Le Corbusier and Louis Kahn. Architect and designer of highly stylized private residences (an example is shown), schools, banks, libraries, museums and cathedrals featuring stark symmetry, radically geometric shapes and areas of natural light determining the building's structure.



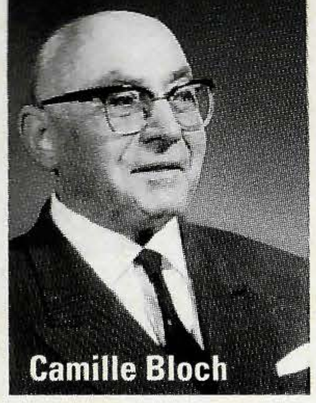
Switch tower of the Basel railway freight station

Jacques Herzog and **Pierre de Meuron** (1950–) Architectural partnership since 1978. From each chosen material they deduce qualities of space and surface. These qualities become tectonic. With visual appeal, they extend abstractions, compose the structures and draw cool beauty out of every functional detail.

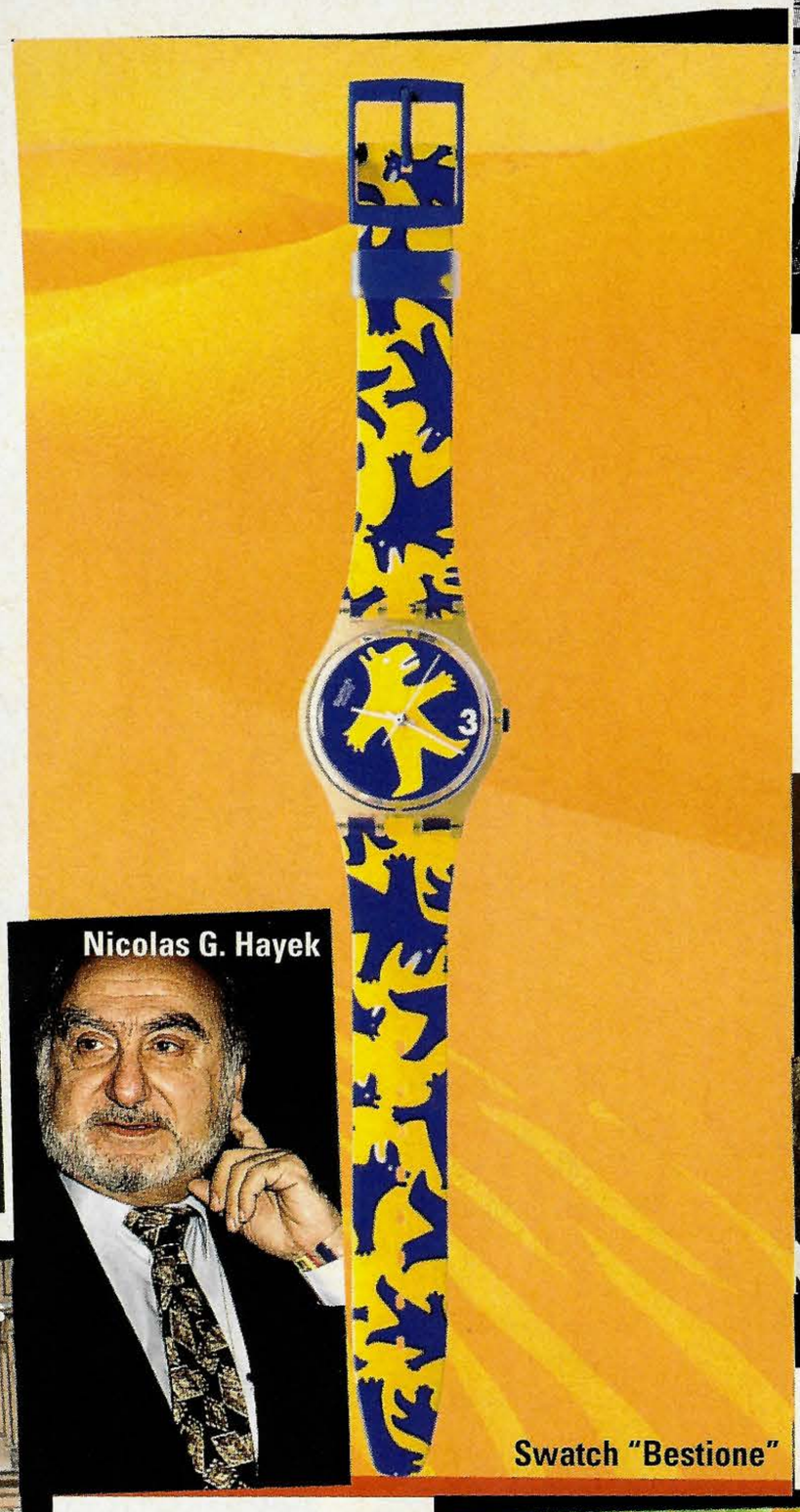
Inventive Entrepreneurs

From Individual to Multinational Companies

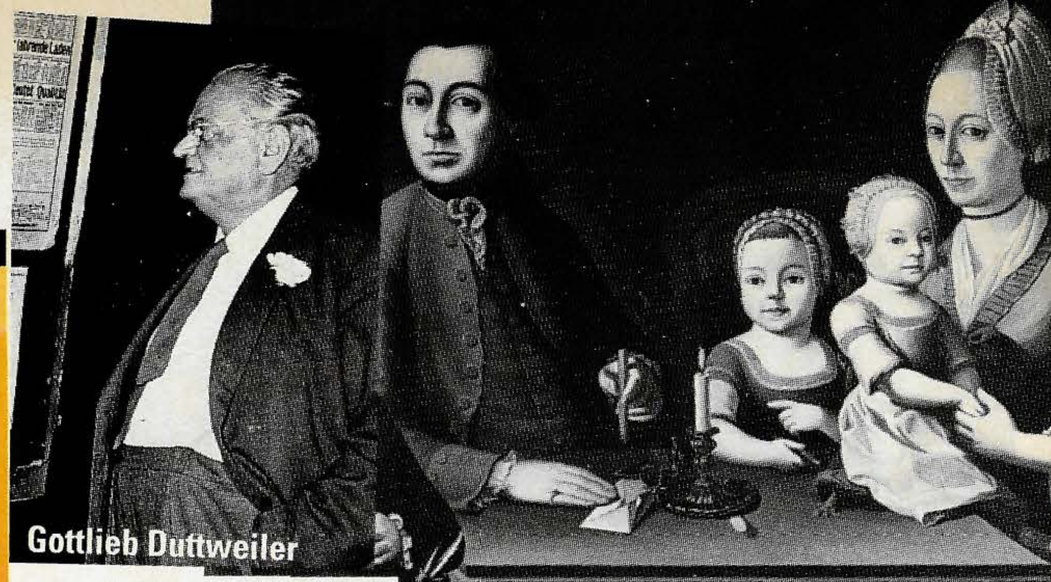
Philippe Suchard



Camille Bloch



Swatch "Bestione"



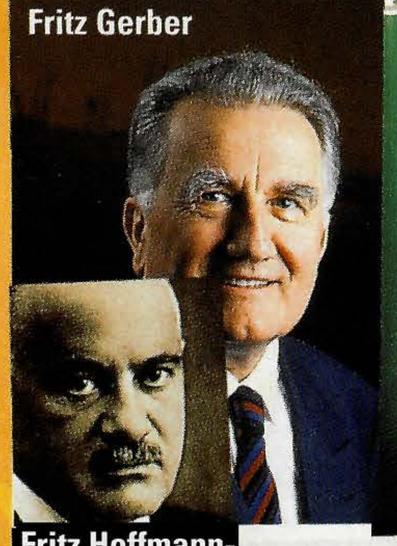
Gottlieb Duttweiler

Johann Rudolf Geigy and his family

Alfred Kern

Edouard Sa

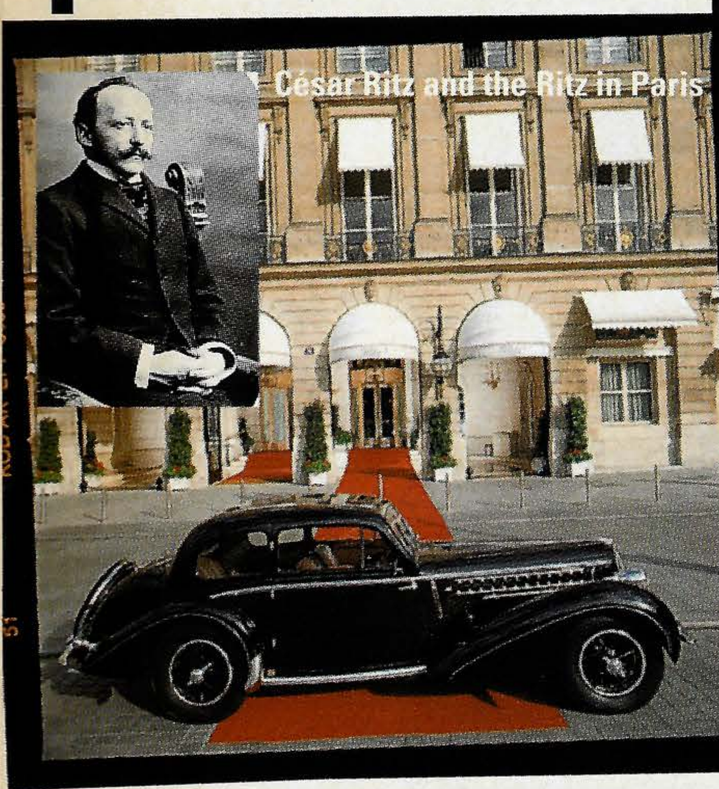
Johann Rodolphe Lindt and Rudolf Sprüngli



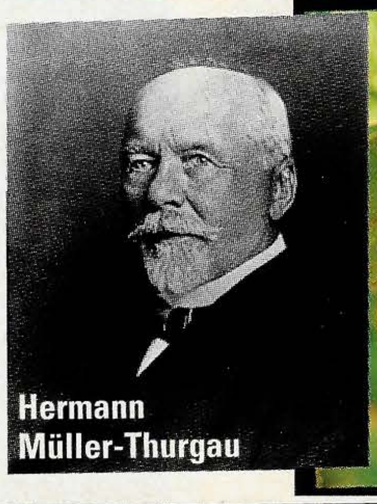
Fritz Gerber

Fritz Hoffmann-La Roche

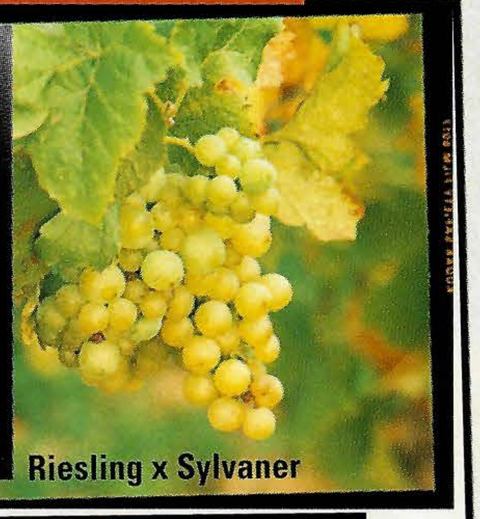
Nicolas G. Hayek



César Ritz and the Ritz in Paris



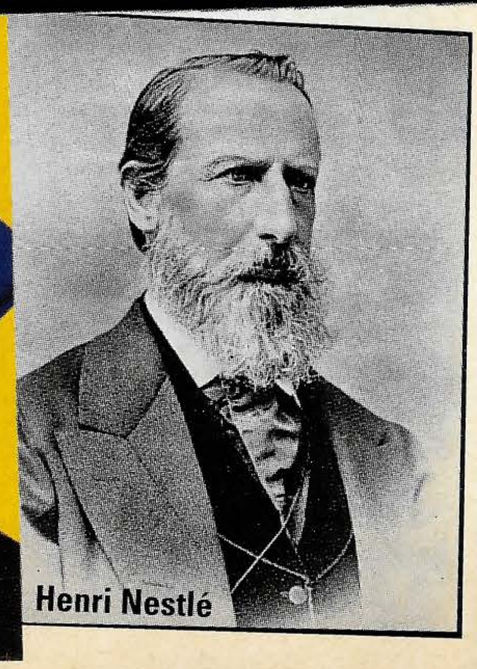
Hermann Müller-Thurgau



Riesling x Sylvaner

Julius Maggi

Carl Franz Bally



Henri Nestlé

Philippe Suchard (1797–1844) Confectioner, chocolate manufacturer, promoter, merchant marine captain and co-founder of the Rhine Shipping Line. Founded a Swiss colony in the United States.

Camille Bloch (1871–1970) Chocolate manufacturer in Berne, afterward in Courtelary, Switzerland.

Johann Rodolphe Lindt (1855–1909) Pioneer in chocolate. Developed new aromatics and qualities of glaze. Increased chocolate's value as a luxury by cutting production. Sold his business to Chocolat Sprüngli AG in 1899. One hundred years later, the famous Lindt & Sprüngli chocolate is still a success.

Rudolf Sprüngli (1816–1897) Confectioner. With father David (1776-1862) was first to manufacture chocolate in the German speaking part of Switzerland. His sons Johann Rudolf and David Robert split the business in 1892 into confectionery and chocolate production.

César Ritz (1850–1914) Locksmith, waiter in Paris; hotelier on the Rigi, in Nice, Monte Carlo, Lucerne, Baden-Baden, Cannes, Paris, London. Invented subterranean shopping galleries in his hotels. Founded the Apollinaris mineral water company.

Carl Franz Bally (1821–1899) After manufacturing elastic and suspenders, he changed direction in 1851 to create shoes. Subsidiaries in Europe, the United States, South Africa. Set up chain of stores, comprehensive social security benefits for his workers.

Nicolas G. Hayek (Beirut 1928–) Saved the ailing Swiss watch industry with his plastic Swatch, which has been a worldwide sales success ever since its launch.

Hermann Müller-Thurgau (1850–1927) Plant physiologist. Scientific experimentation in cross-breeding vines for fruit, wine and horticulture in 1892 at his Wädenswil research station led to the Riesling x Sylvaner grape. From 1902, professor of botany at FIT in Zurich.

Gottlieb Duttweiler (1888–1962) Founder of the Migros Cooperative. New concept for flow of goods from producer to consumer. His conviction that the quality of life could be improved through cooperation and solidarity led him to develop other services, including research institutes, foundations and educational establishments.

Johann Rudolf Geigy (1733–1793) In 1758 founded a medicines business that also dealt in dyes, products and groceries. Today, the Ciba-Geigy pharmaceutical company is also the world's largest producer of textile dyestuffs with subsidiaries in 60 countries.

Edouard Sandoz (1853–1928) and **Alfred Kern** (1850–1893) Set up the Kern & Sandoz dyestuffs factory in Basel, later Sandoz AG, today Switzerland's second largest chemical and pharmaceutical company.

Fritz Hoffmann-La Roche (1868–1920) Founder of the Basel chemical company that bears his name. It is one of the major manufacturers of pharmaceutical products, vitamins, fine chemicals, diagnostic agents, odorants and aromatics.

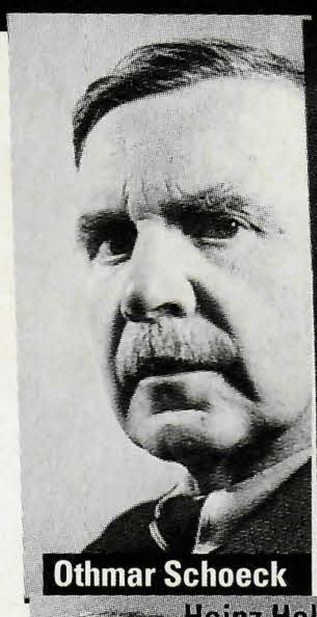
Fritz Gerber (1929–) Current chairman of Hoffroche and Zurich Insurance Company; a judicious, successful leader of industry.

Julius Maggi (1846–1912) In 1890 founded the *Fabrik von Maggis Nahrungsmittel AG,* which owes its creation to his experiments into improving nutrition for the working population. Invented soup seasoning and soup cubes.

Henri Nestlé (Frankfurt 1814–Glion near Montreux 1890) Pharmacist/chemist since 1843. High rate of infant mortality led to his concern with childrens' nutrition. In 1867, invented powdered milk. Sold his factory in 1875.

Musicians

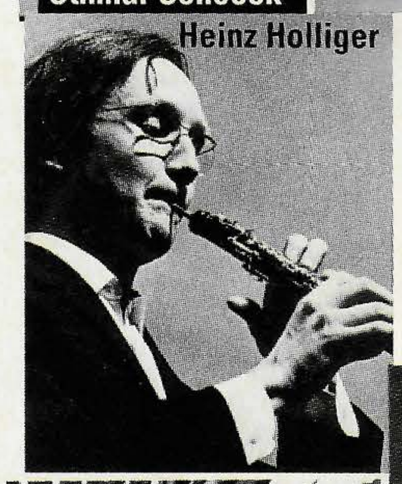
Hitting the Highest Notes


Othmar Schoeck

Ernest Ansermet

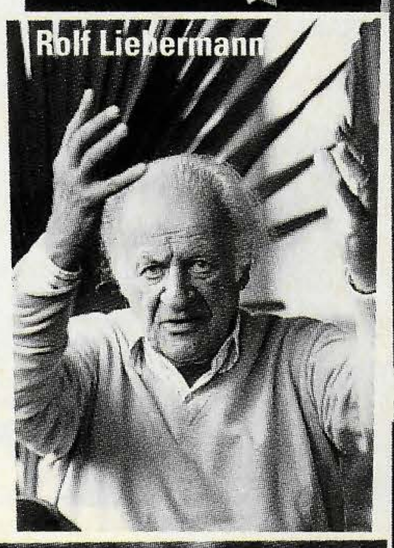
Othmar Schoeck (1886–1957) Pianist, conductor, composer of 400 songs, eight works for the stage and a variety of instrumental pieces.

Ernest Ansermet (1883–1969) Composer, musical theorist, conductor. Founder of the *Orchestre de la Suisse Romande.* In 1918, composed "L'histoire du soldat" together with Ramuz and Stravinsky.

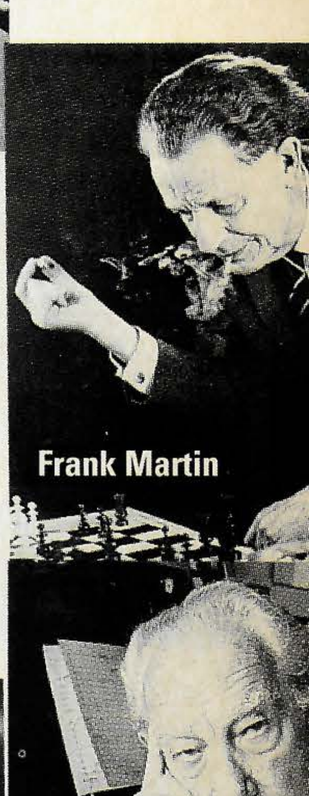

Heinz Holliger

Heinz Holliger (1939–) World-renowned solo oboist. Highly regarded composer and conductor.

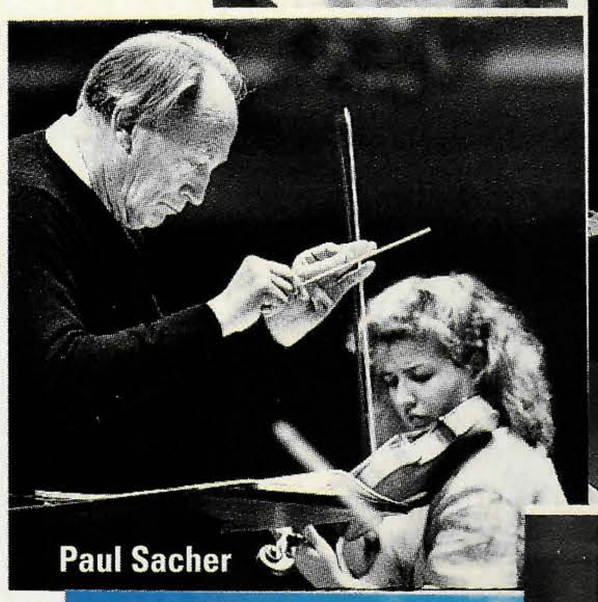
Rolf Liebermann (1910–) Composer and conductor, director of the Hamburg State Opera and the *l'Opéra de Paris.* Combined 12-tone system with new media.


Rolf Liebermann

Frank Martin (1890–Naarden Netherlands 1974) Composer who overcame late-Romantic harmonics with the 12-tone system, while retaining full range of tonal and instrumental variety.


Frank Martin

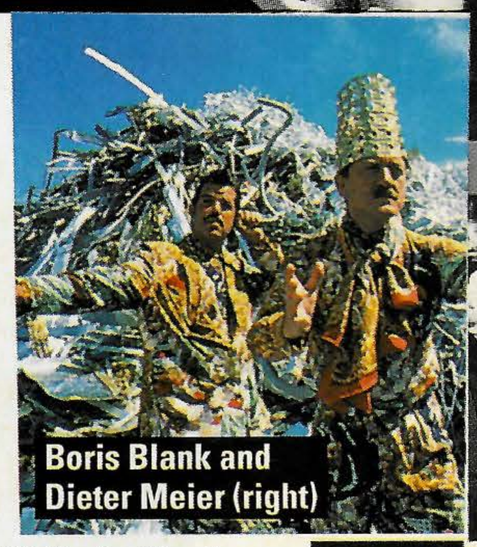
Paul Sacher (1906–) Conductor, founded Basel Chamber Orchestra in 1926.


Paul Sacher

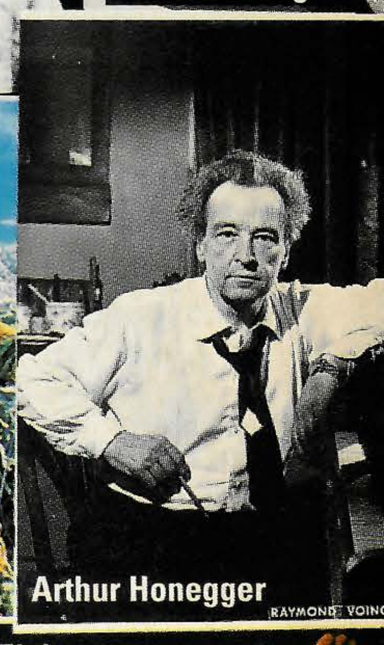
Wladimir Vogel (Moscow 1896–Zurich 1984) Composer, settled in Switzerland in 1933. Creator of choir works.

Wladimir Vogel

Dieter Meier (1945–) Formed "Yello" with Boris Blank and Carlos Perron, a highly praised pop group with revolutionary video clips.


Boris Blank and Dieter Meier (right)

Arthur Honegger (Le Havre 1892–Paris 1955) Composer, studied at Zurich Conservatory. One of the most versatile and creative composers of the first half of the 20th century.


Arthur Honegger

Stephan Eicher (1960–) Rock singer. Solo concerts in Europe, the United States and Japan. In 1986, received French rock critics' prize.

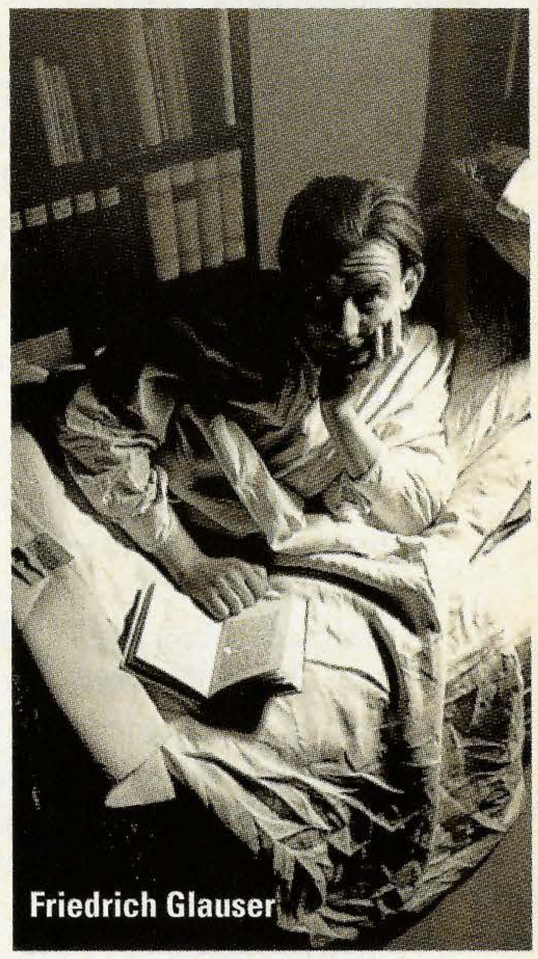
Stephan Eicher

Friedrich Dürrenmatt

Friedrich Dürrenmatt (1921–1990) Dramatist and prose writer not afraid of using Swiss dialect. He and Frisch were the most significant exponents of contemporary literature. They wrote dramas in German after World War II that were acted and read throughout the world. For him, comedy and tragic comedy were "the only possible dramatic form[s] for expressing the tragic."

Gottfried Keller (1819–1890) Painter, writer, first head clerk of the chancellery of Canton Zurich. His work is autobiographical, poetic, realistic and full of humor. His main work: "Der grüne Heinrich."

Gottfried Keller



Friedrich Glauser

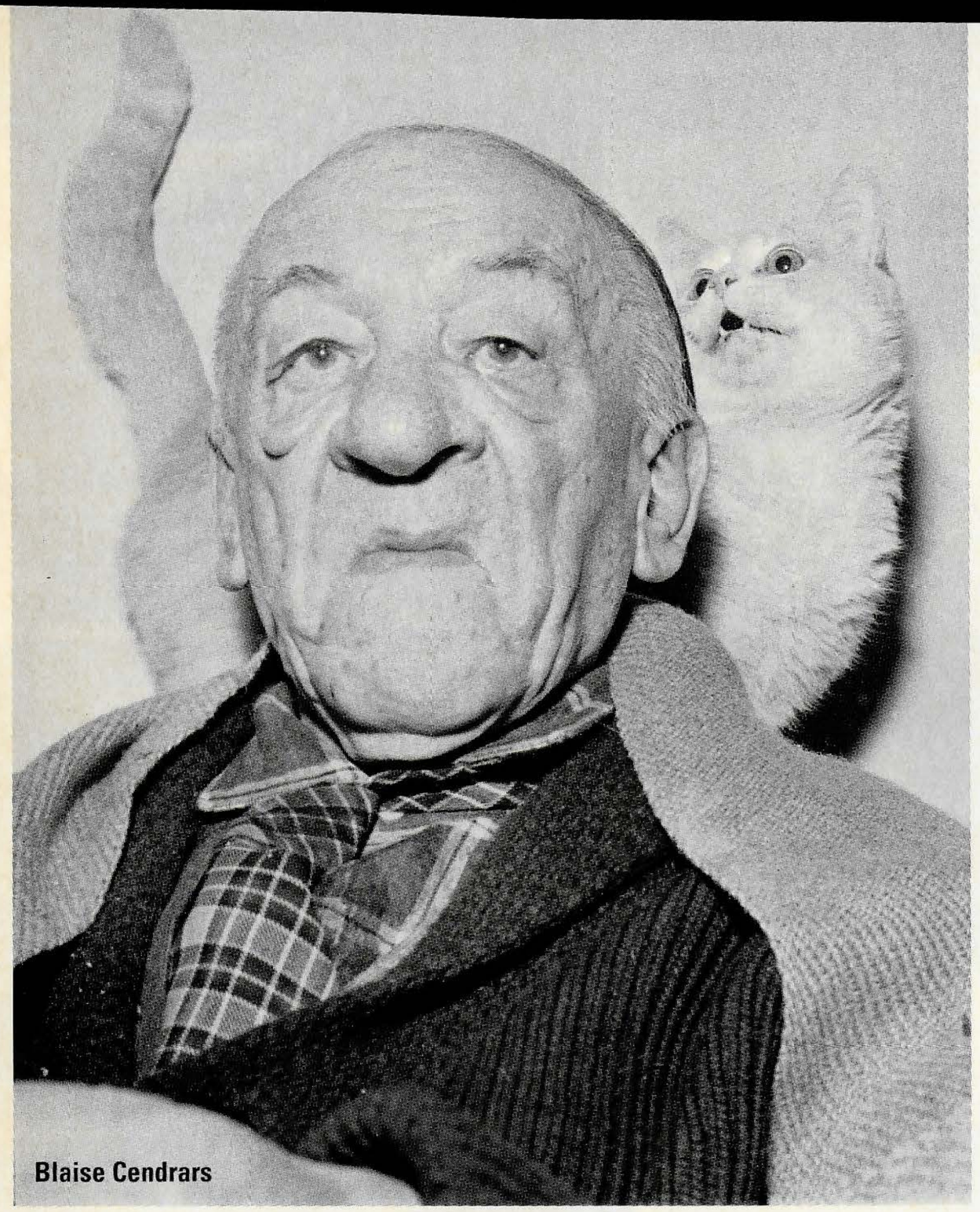
Friedrich Glauser (Vienna 1896–Nervi 1938) Author, morphine addict, foreign legionnaire, psychiatric patient, coal miner. Powerful, independent language. Revived the popularity of detective stories and wrote novels based on personal experience. Most famous work: "Matto regiert."

Germaine de Staël

Germaine de Staël (Paris 1766–Paris 1817) Dedicated Romantic, early feminist and hedonist. Daughter of a Swiss banker and minister of finance to Louis XVI. During her exile under Napoleon, she lived in her father's castle at Coppet, Switzerland.

The Power of Words

World-Scale Literature from a Small Nation with Four Languages



Blaise Cendrars

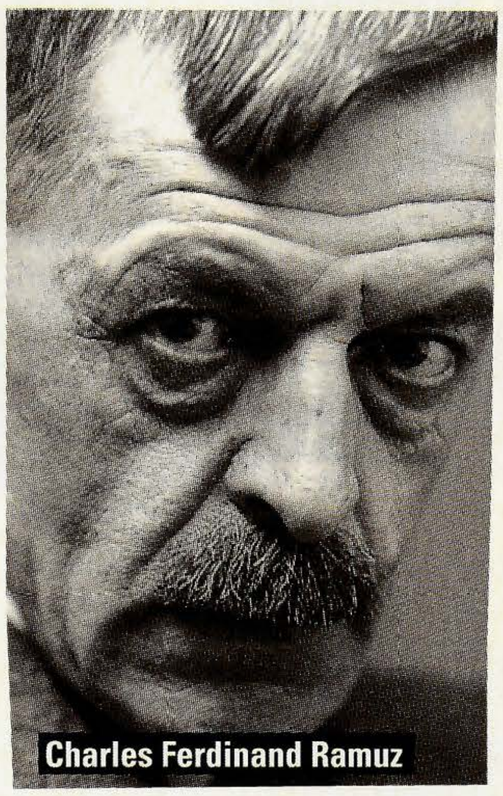
Blaise Cendrars (1887–Paris 1961) Real name Frédéric Sauser. Anarchist, vitalist, conjured up big-city life. Grew up in Egypt and Nepal, later lived in Russia and Paris and served in the foreign legion.

Max Frisch (1911–1991) Author and architect. Like Dürrenmatt, he had a critical attitude about his country. His books and plays are read throughout the world.

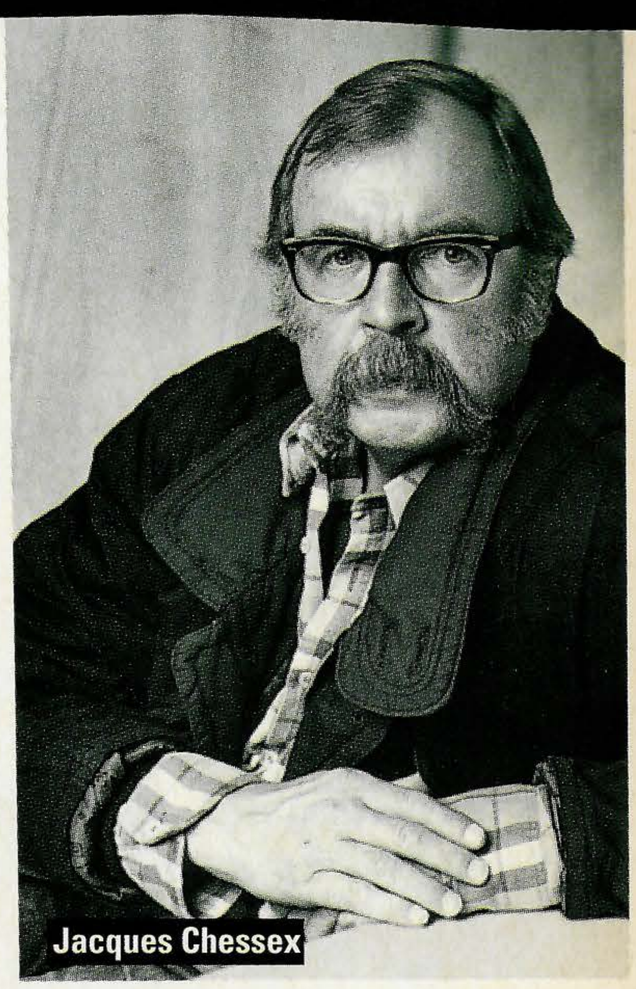
Erika Burkart (1922–) Writes poetry and novels. Lyrical tones that blend with the landscape. Rich, powerful and poetic language.

Erika Burkart

Charles Ferdinand Ramuz (1878–1947) Deeply rooted in the French dialect of Western Switzerland, he rejected the literary scene in France. He wrote about subjects from life in the cantons of Vaud and Valais.

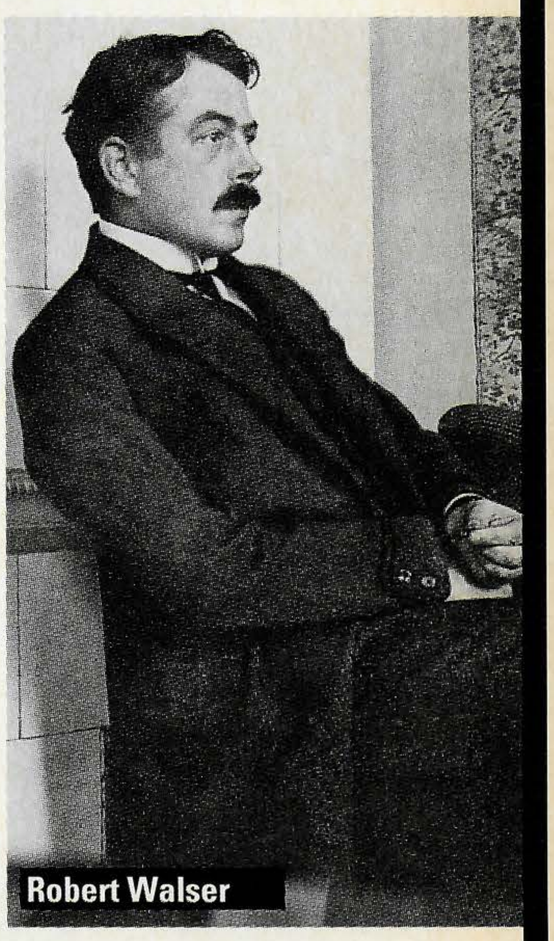


Charles Ferdinand Ramuz



Jacques Chessex

Jacques Chessex (1943–) Novelist. First Swiss literary figure to win the *Prix Goncourt.*

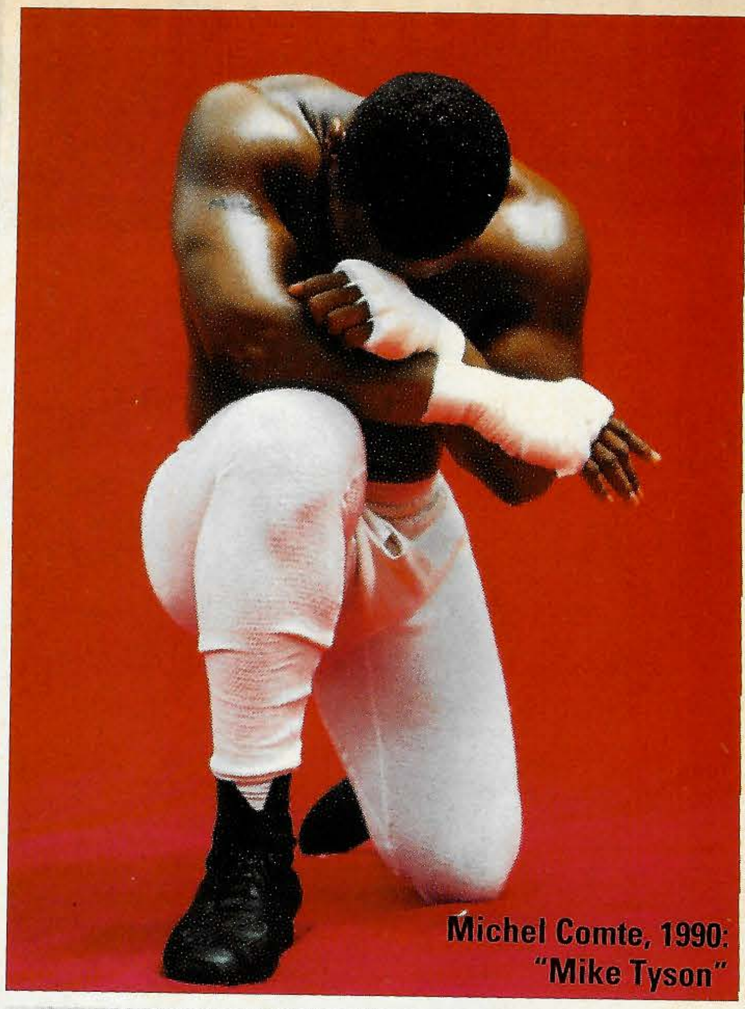


Robert Walser

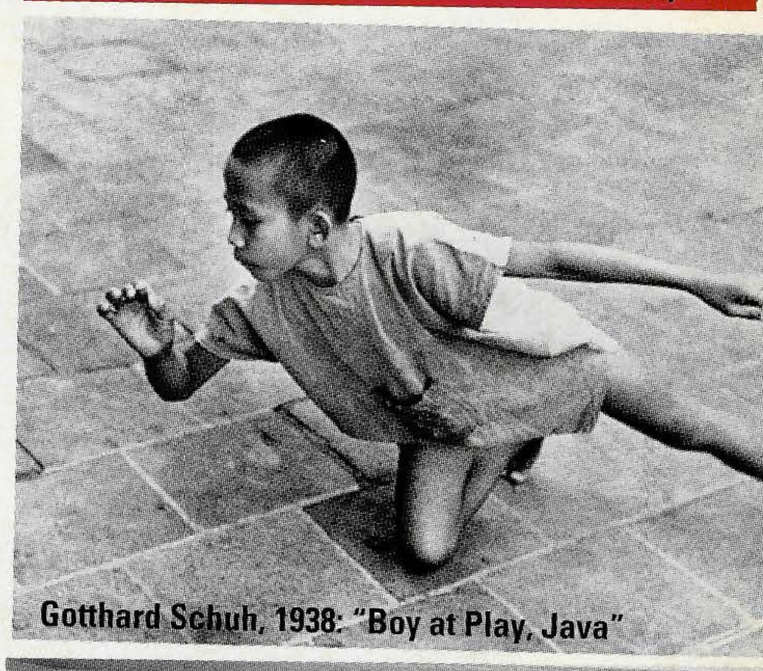
Robert Walser (1878–1956) Novels, poetry, plays. Initially known only to insiders. Walser's language is very fragile, shady, ironic and melancholic.

Max Frisch (right) with his idol Bertolt Brecht

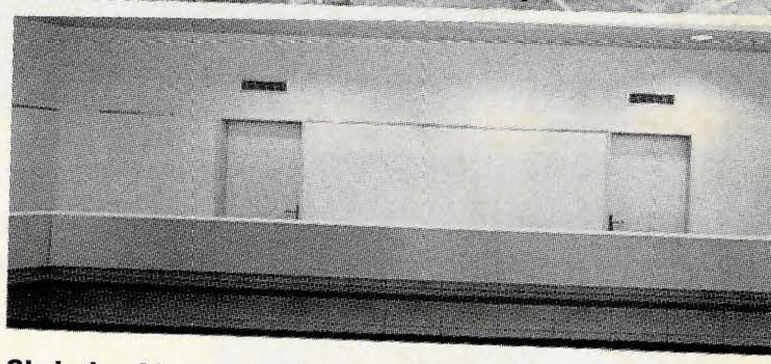
Robert Frank, 1981: "Mabou"



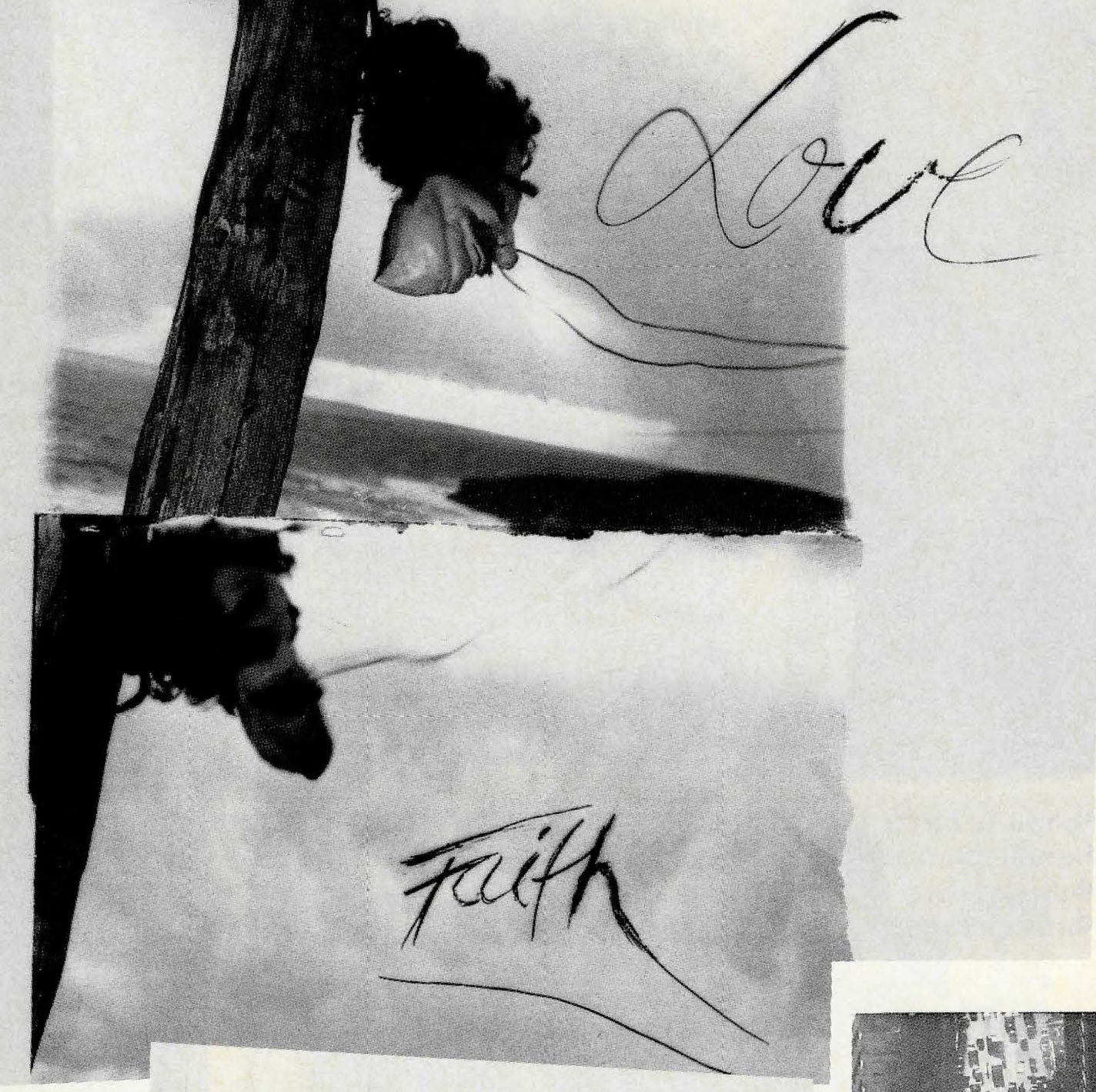
Michel Comte, 1990: "Mike Tyson"



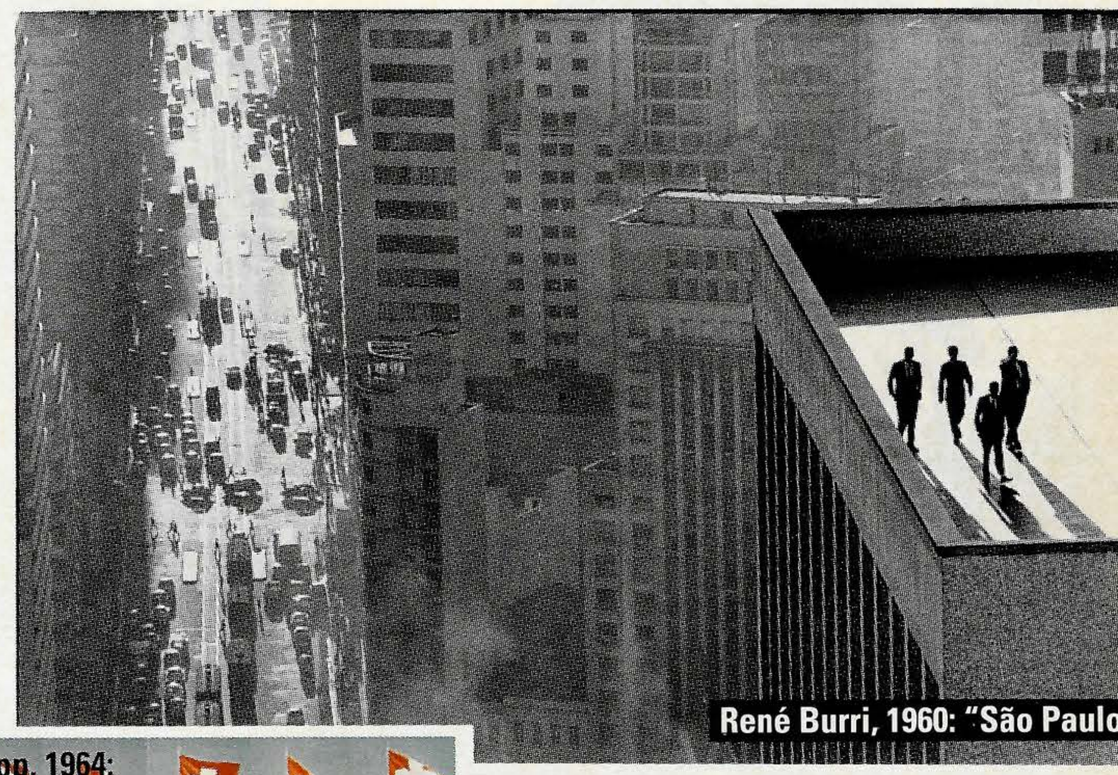
Gotthard Schuh, 1938: "Boy at Play, Java"



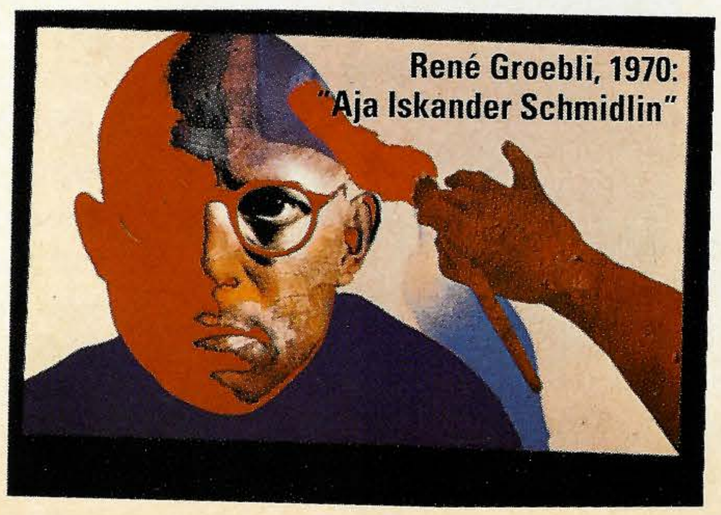
Christian Vogt



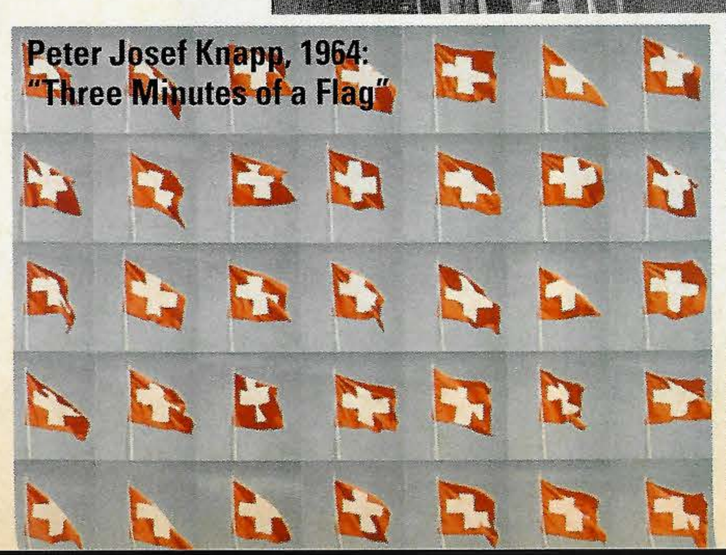
Hans Finsler



René Burri, 1960: "São Paulo

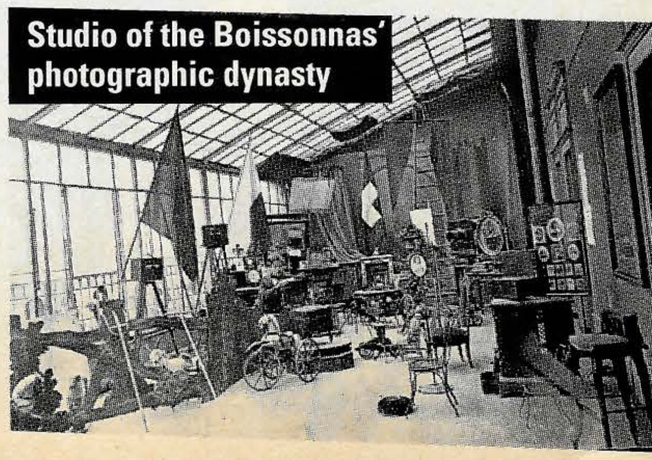


René Groebli, 1970: "Aja Iskander Schmidlin"



Peter Josef Knapp, 1964: "Three Minutes of a Flag"

Studio of the Boissonnas' photographic dynasty



The Fixed Moment

Pioneers, Realists, Dreamers, Technicians, Chroniclers, Educators

Robert Frank (1924–) Since 1947 in New York, Paris and Nova Scotia. Assistant for Edward Steichen's "Family of Man." Depiction of mental and sentimental America. Photographer and experimental filmmaker with a distanced and committed eye.

Michel Comte (1954–) Photographer for leading international magazines. Lives in Paris and Los Angeles. Advertising work for international fashion designers. Sensitive photographs of contemporary international stars. Portrait of former heavy-weight boxing champion Mike Tyson in top form, but already aware of his guilt.

Gotthard Schuh (Schöneberg 1897–1969) In Switzerland since 1926. Painter and photographer for *Paris Match* and *Life.* Composed works that fused all the subtleties and play of light.

Christian Vogt (1946–) Creative recorder of visual coincidences and correspondences. Original size of photo illustrated 225x65 cm.

Hans Finsler (Heilbronn 1891–1972) Representative of object photography. From 1932, lecturer at Zurich School of Applied Arts. Students included Werner Bischof, Emil Schulthess and René Burri.

René Burri (1933–) Student of Hans Finsler. Member of Magnum. Photojournalism from all around the globe. The most exhibited Swiss photographer.

René Groebli (1927–) Student of Hans Finsler. Cameraman for documentary films. International photojournalist. Since 1978, has specialized in experimental color photography.

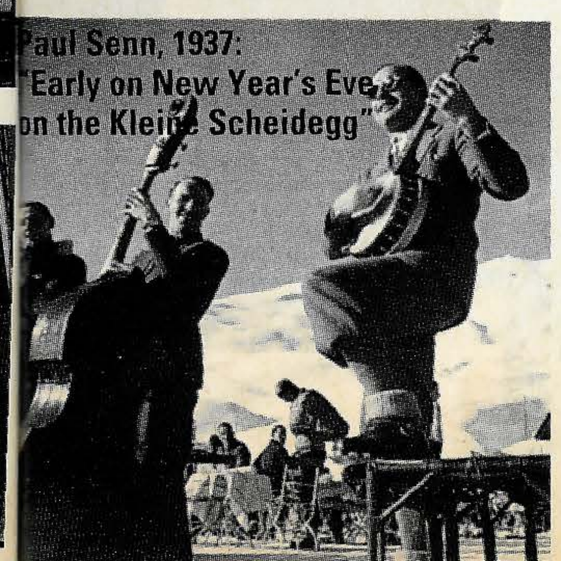
Peter Josef Knapp (1931–) Graphic artist, painter, photographer, fashion photographer. Works in Paris, Brussels and New York. Art director of *Elle.* The flag series, pictured here, was created as hommage to the flag and as a sign of this symbol's fluctuating characteristics.

Werner Bischof, 1951: "Famine in Bihar"

Les Boissonnas The studio of the Geneva photographic dynasty, active since 1860. Of special note are the portraits by Frédéric Boissonnas (1858–1946), who developed the "telephot," the predecessor of the telephoto lens. He was also the first person to produce advertising photography.

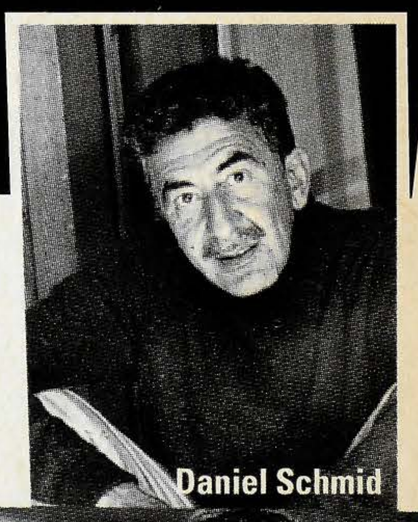
Werner Bischof (1916–Peru 1954) Student of Hans Finsler. Member of Magnum. After initial aesthetic experimentation, he found his way to appellative and disturbing pictures of his reportages from post-war Europe, Asia and Latin America.

Paul Senn (1901–1953) Photographer, graphic artist and advertising consultant throughout Europe. Photographer for the Red Cross in Spanish civil war and in post-war Europe. His style is marked by his objective, physically committed observations.

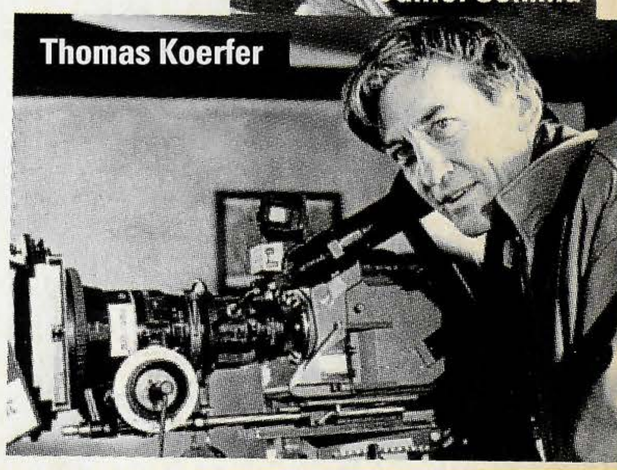


Film: the Seventh Art

The Reality and the Fantastic à la Suisse


Daniel Schmid

Daniel Schmid (1941–) Film and opera director. Sometimes both of these talents merge, as in his film "Il Bacio di Tosca" (1984), where the singers reminisce about the past in an old-singers' home. He is the most poetic and memory-conscious film creator in Switzerland.


Thomas Koerfer

Thomas Koerfer (1944–) After a somewhat willful start with "The Death of the Flea Circus Director" (with François Simon) and "The Assistant," he challenged the grand epic narrative in "Glut" and "Der grüne Heinrich."

Gertrud Pinkus (1944–) Documentaries and feature films dedicated to women and female outsiders: "Il valore della donna è il suo silenzio," "Anna Göldin, the Last Witch."

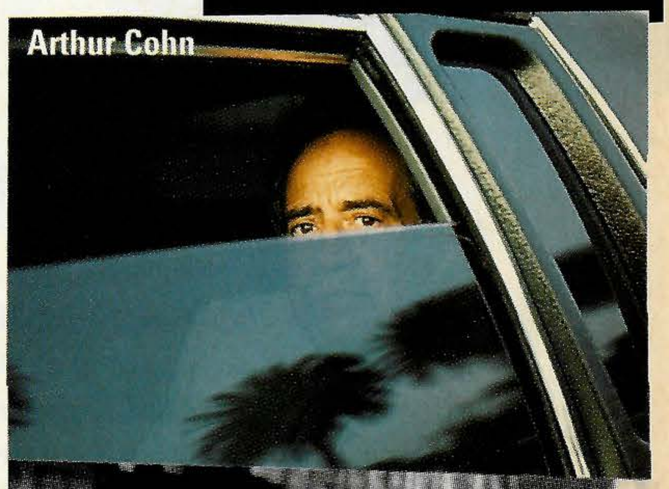
Gertrud Pinkus

Hans Rudolf Giger (1940–) Painter of fantastic, bio-mechanical monsters. Received the 1977 Oscar for best design and effects in "Alien."

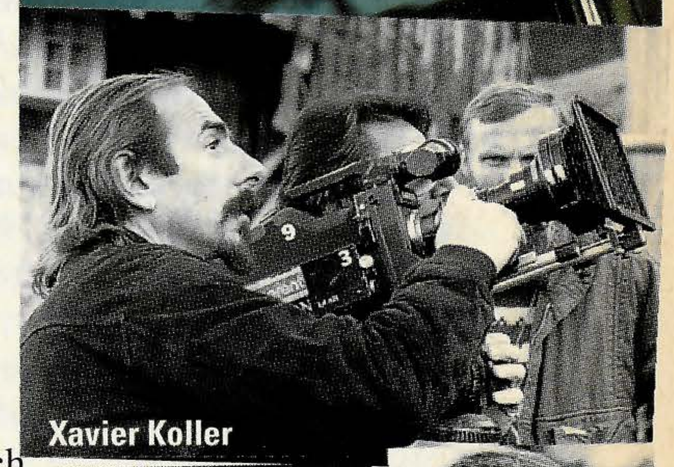
Hans Rudolf Giger, 1978: "Alien no. 3, side view"

Arthur Cohn (1929–) Film producer. Oscars for five of his productions: "Sky Above, Mud Below," "The Gardens of Finzi Contini," "Black and White in Color," "Dangerous Moves" and "American Dream."

Xavier Koller (1944–) Most of his films are about Swiss themes. His big break came when he filmed the fate of Kurdish refugees immigrating illegally into Switzerland from their homeland. For "Journey of Hope," he won the 1990 Oscar for the best foreign film.

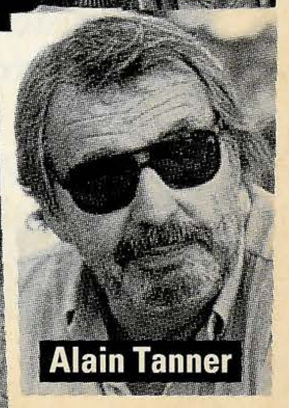

Arthur Cohn

Jean-Luc Godard (1930–) Creator of a new film language. The most significant filmmaker of the '68 generation. Master of montage, which reflects his cinematographic philosophy and intelligence.


Xavier Koller

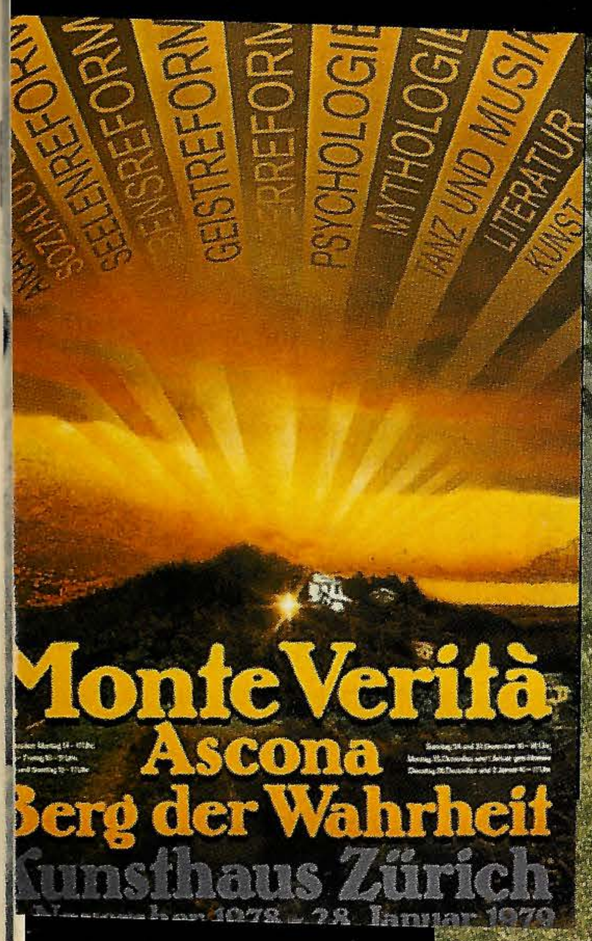
Alain Tanner (1929–) Tanner has been most successful in expressing the difficult search for identity through rejection, as well as living on the outside and translating this into film language.

Jean-Luc Godard

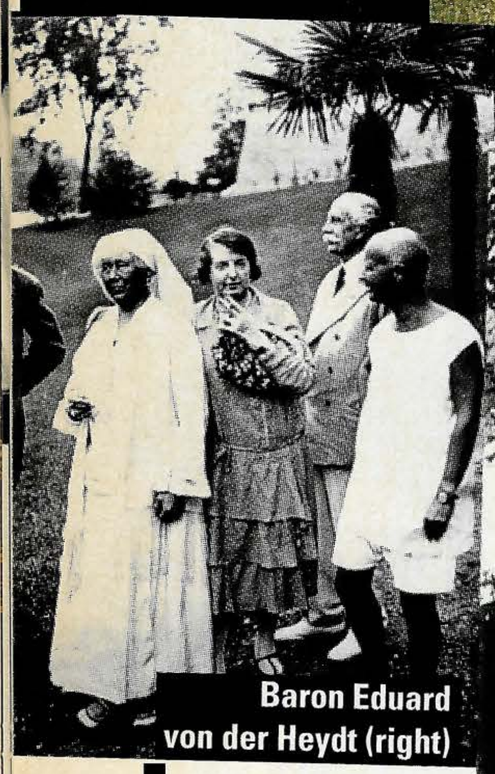

Alain Tanner

Monte Verità, Mountain of Truth

Magnetic Anomalous "Bermuda Triangle" of the Spirit



Revolution of the Body (Rudolf von Laban)



Baron Eduard von der Heydt (right)

Otto Gross (second from left)

"This is my favorite place in Switzerland. Its history and the histories of its inhabitants combined threw a new light on the development of Central Europe and its alternative cultures in the south, with their yearning for the great earth mother. Ascona was the counterpole to the power-oriented East-West axis, a place with a wealth of ideas that epitomized the deep nordic pining for the south." *H. Szeemann*

The **poster for the exhibition** of Monte Verità shows a full aureole: anarchy, new lifestyles, physical, mental and spiritual reform; social utopia, psychology, mythology, dance, music, literature and art.

Rudolf von Laban (1879–1958) launched the revolution in dance. He and his students practiced natural free expression of the body without music.

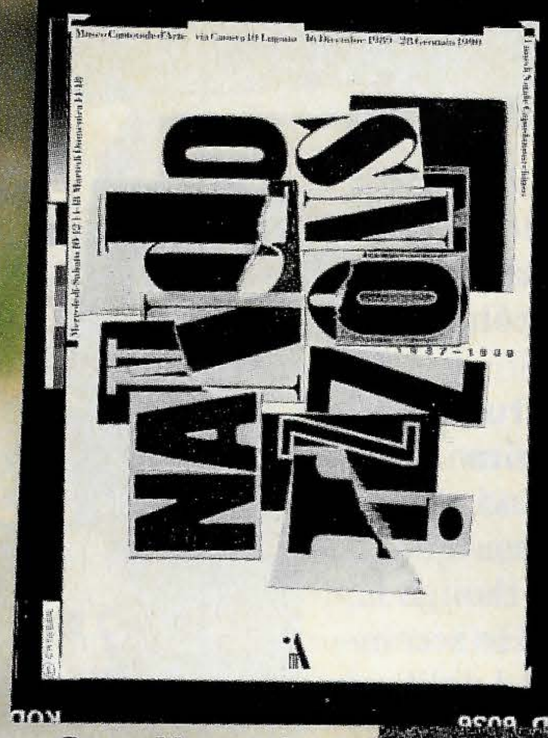
Baron Eduard von der Heydt (Wuppertal 1882–Ascona 1964) Last private owner of Monte Verità. After the life reformers, he played host to the international jet set. Most prolific art collector of his time. Zurich's Rietberg Museum owes its existence to him.

Otto Gross (Graz 1877–Berlin 1920) Pupil of Freud. Left the solid ground of science and planned a university for the liberation of mankind in Ascona.

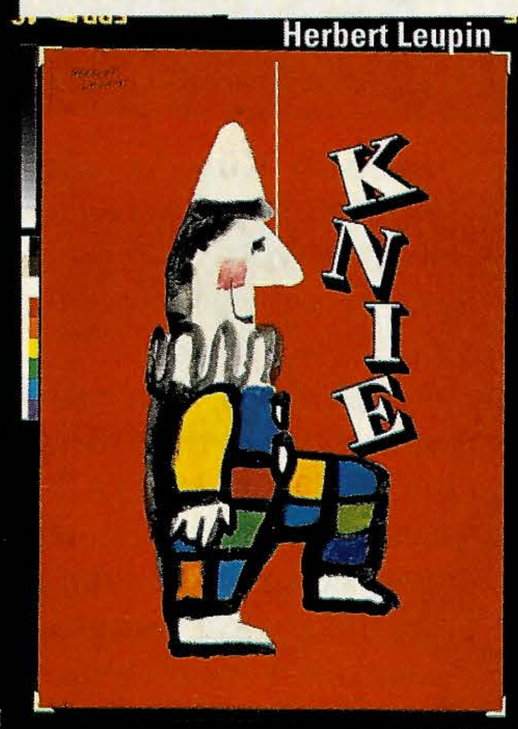
Jakob Schläpfer & Co. AG: winter collection 1994/95 by Ungaro

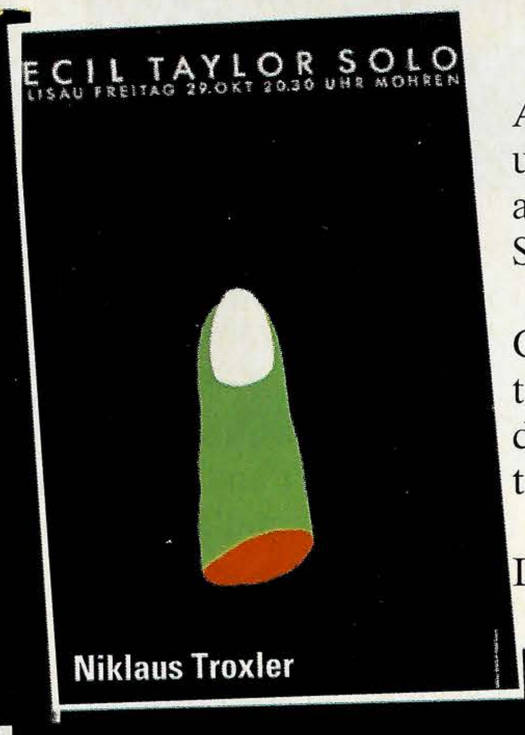
Design: From Publicity to Beauty

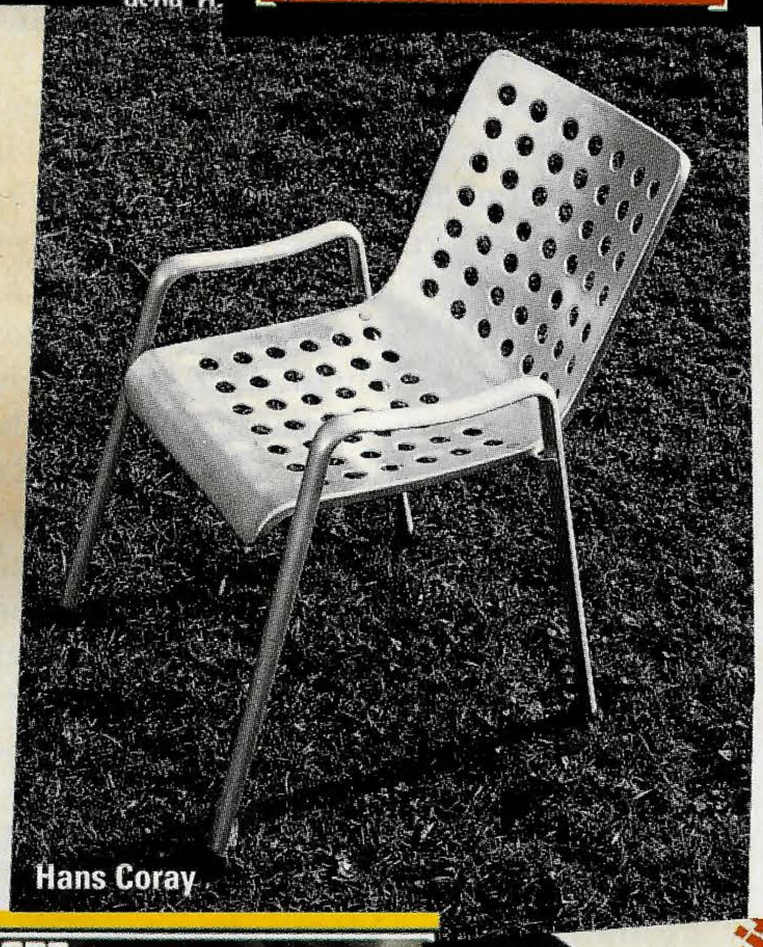
See Better, Look Better, Live Better, Be More Beautiful



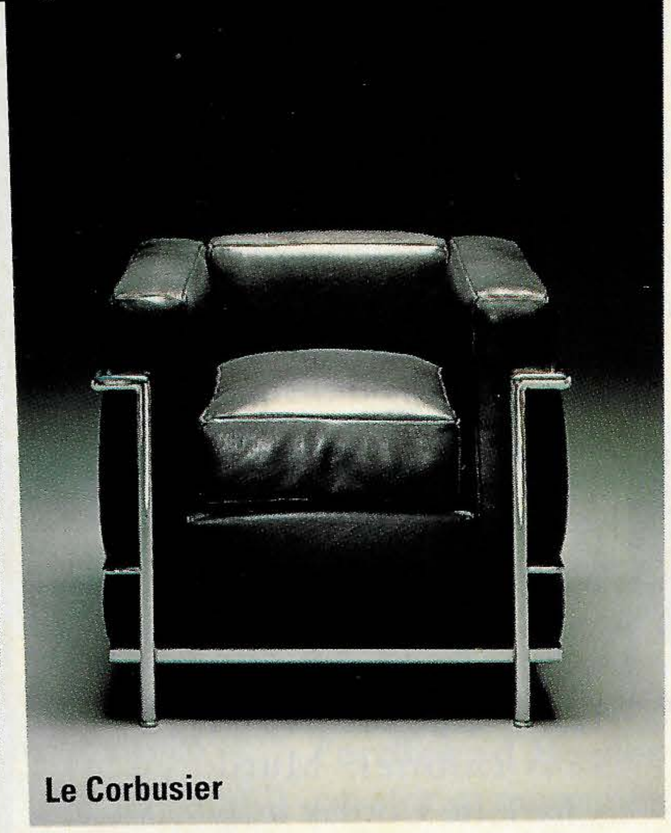
Bruno Monguzzi





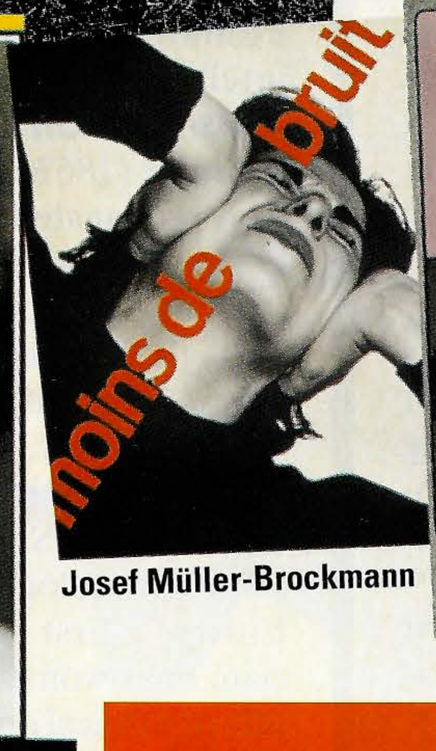


Hans Coray

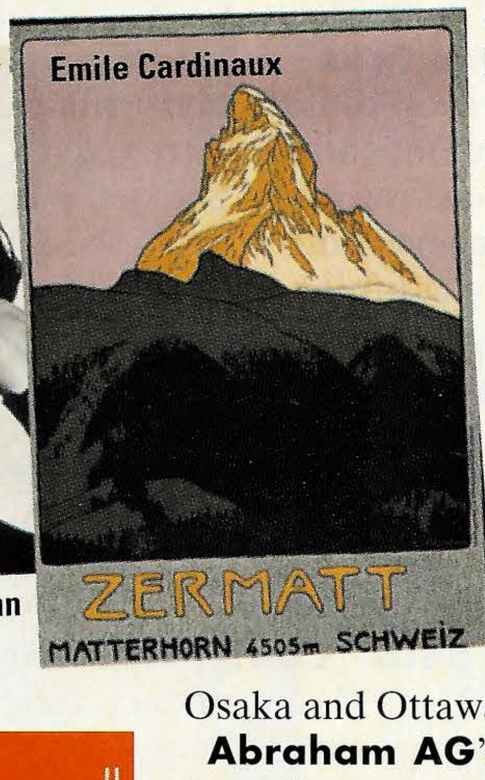


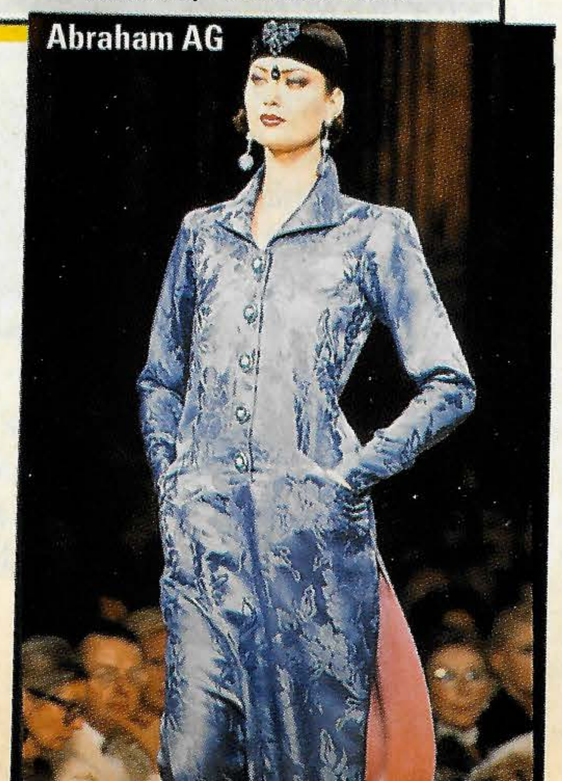
Le Corbusier

"Camera," October 1960



Josef Müller-Brockmann





Abraham AG

Adrian Frutiger

Robert J. Schläpfer (1927–) All the great designers of fashion use sequined embroideries and appliqued fabric from Jakob Schläpfer & Co. AG in St. Gallen.

Bruno Monguzzi (1941–) Graphic artist, typographer, photographer, lecturer in typographic design in Venice. Today lives, teaches, works in Canton Ticino.

Herbert Leupin (1916–) Designer of advertising artwork. Countless international exhibitions and awards.

Niklaus Troxler (1947–) Art director in Paris, then in Switzerland. Initiator and organizer of Willisau Jazz Festival. Toulouse-Lautrec medal in 1987.

Hans Coray (1906–1991) Degree in Romance studies. His best-seller was a chair for the 1939 National Exposition, a stackable model in sheet aluminum that is still used today.

Le Corbusier (1887–Roquebrune, France 1965) World-famous designer with a studio bearing his own hallmark.

"Camera" Illustrated monthly magazine for photographers by photographers published in Lucerne from 1922 to 1981.

Emile Cardinaux (1877–1936) Bernese painter and graphic artist. His Matterhorn poster of 1908 promoted Zermatt throughout the world.

Josef Müller-Brockmann (1914–) Graphic artist who is well known for his posters. He taught in Zurich, Tokyo, Osaka and Ottawa.

Abraham AG's top-quality novelty fabrics in pure silk are creating a furor in haute couture and deluxe *prêt-à-porter* models.

Adrian Frutiger (1928–) With Univers, this Paris-based typographer created in 1954 a highly versatile typeface that is used with great effect and accuracy throughout the world.

Swatch Thanks to the artistic and creative designs of this watch, it has become both a fashion object and a collectors' item.

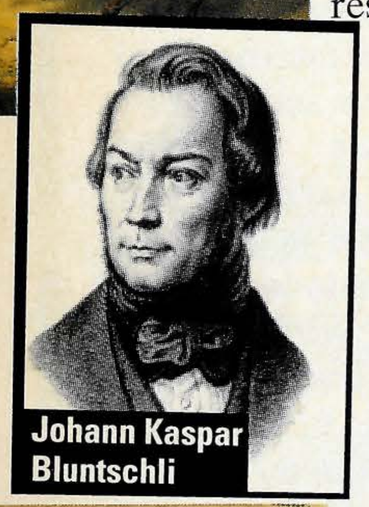
Swatch designed by Keith Haring

Politicians and Cooks

Too many politicians spoil the soup, so we have added a few cooks.

Napoleon III

Napoleon III (Paris 1808–London 1873) Astonishingly Swiss. Nephew of Napoleon I. Grew up in Arenenberg Castle, Switzerland. From 1832, an honorary citizen of Thurgau. Became an artillery captain in Thun. Left Switz-erland in 1837 after he participated in a failed coup d'état. The rest is French history.


Johann Kaspar Bluntschli

Johann Kaspar Bluntschli (1808– Karlsruhe 1881) Historian, politician, jurist and ardent freemason. One of the earliest supporters of a "United Europe" based on the model of federalist Switzerland.

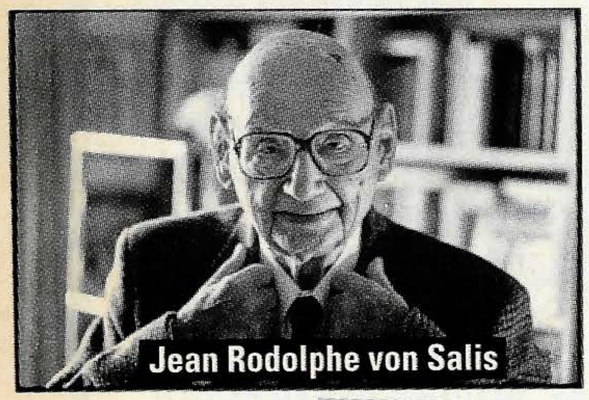
Rudolf I, Count of Habsburg (1218– Speyer 1291) Born in Limburg Castle. King of the Holy Roman Empire since 1273. The Habsburg's ancestral seat is near Lenzburg in Switzerland. So, the Habsburg dynasty with its "Empire on which the sun never sets" is of Swiss origin.

Rudolf I von Habsburg

Jean-Paul Marat (1743– Paris 1793) Publicist of "L'Ami du peuple" (Friend of the People) in Neuchâtel, an important publication of the time. Radical driving force in the French Revolution. Spokesman for the *sans-culottes.* Murdered by Charlotte Corday in 1793 while taking a bath.

Jean-Paul Marat

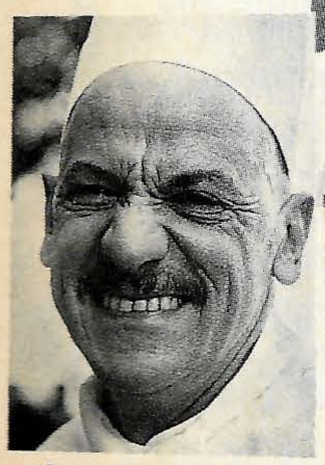
Jean Rodolphe von Salis (1901–) Erudite historian and expert on contemporary affairs. Frequent thought-provoking opinions regarding Switzerland. He believes "our country should really think about the consequences of peace."


Jean Rodolphe von Salis

Frédy Girardet (1936–) An artist and magician in the realm of cookery. In 1989, honored along with Paul Bocuse and Joël Robuchon as "Chef of the Century" by Gault Millau.

Frédy Girardet

Angelo Conti Rossini (1923–1993) Legendary Ticinese chef with a string of international awards. One of the first to celebrate nouvelle cuisine in Switzerland.


Angelo Conti Rossini

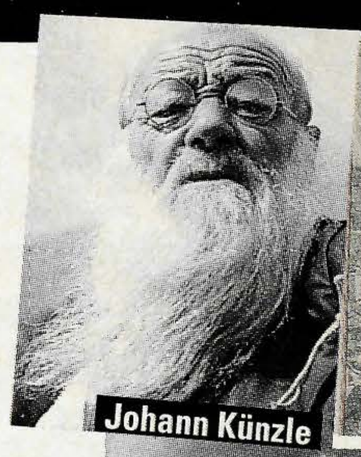
Werner Vögeli (1930–) Since 1961, he has been responsible for royal banquets in Sweden. He is the proprietor of several restaurants in Sweden and is the president of the *Club des Chefs des Chefs.*

Werner Vögeli

Healers and Helpers

for Body and Soul

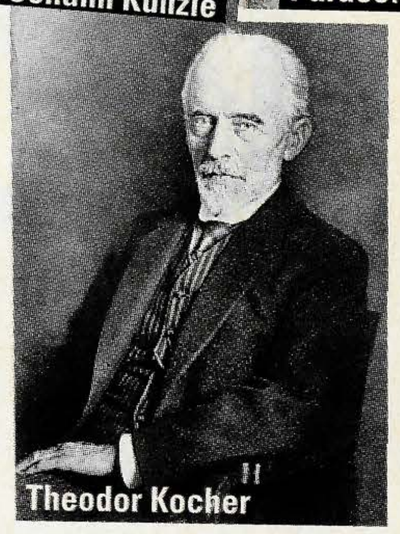
Johann Künzle (1857–1954) Catholic priest. *Kräuterpfarrer* (herb parson). Vehement champion of natural remedies from native wild plants.


Johann Künzle

Paracelsus, Theophrastus Bombastus von Hohenheim (1493–Salzburg 1541) All-around, speculative spirit as healer, chemist, physician of the soul, even though he had a theological background. He accomplished his work with social and political virulence and with a belief in a dynamic healing principle of life.

Paracelsus

Theodor Kocher (1841–1917) Bernese surgeon, father of antiseptic treatment of wounds and of "physiological" surgery. Nobel Prize in 1909 for his study of the thyroid gland.


Theodor Kocher

Elisabeth Kübler-Ross (1926–) Zurich physician. Emigrated to the United States in 1957. Human approach to the mentally ill and, in particular, the dying. In 1977, she received the "Woman of the Year" Award for science and research.

Elisabeth Kübler-Ross

Jean Piaget (1896–1980) Psychologist. Unflagging work into understanding the character, development and perceptions of children, which he traces back to the tension between memory and intelligence of the human being: "Mémoire et intelligence," 1968.

Jean Piaget

Maximilian Oskar Bircher-Benner (1867–1939) Physician who propagated holistic, natural healing. Achieved many successful cures in his sanatorium. Today's California-style breakfast is inspired by his *Bircher-müesli.*

Marie Heim-Vögtlin (1845–1916) She is the first Swiss gynecologist; she is even Europe's first female physician. First woman to hold the title of medical doctor in Switzerland. Co-founder of the Women's Hospital in Zurich, 1901. Her activities were severely hampered when the male medical establishment prevented her from prescribing medications.

Marie Heim-Vögtlin

Maximilian Oskar Bircher-Benner

Carl-Gustav Jung (1875–1961) Developed a complex, individual and archetypical psychology after his break with Freud's theory of the libido. Differentiated between extrovert and introvert types.

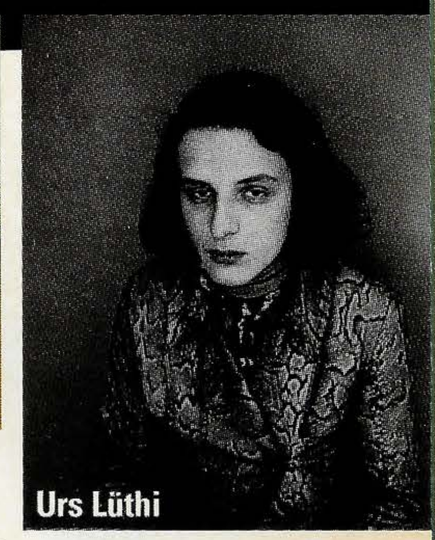
Carl-Gustav Jung

Fine Arts

Artistic Hedonists and Thinkers

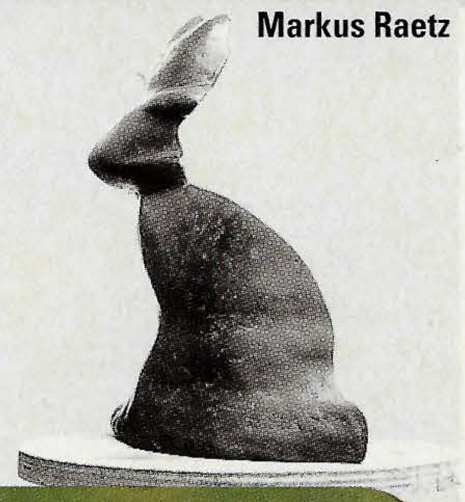
Daniel Spoerri

Mario Merz

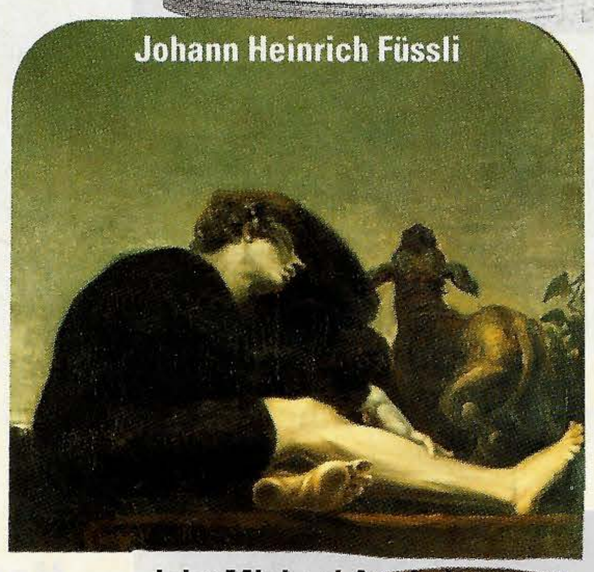

Urs Lüthi

Daniel Spoerri (Galati, Rumania 1930–) In Switzerland since 1942. Bookseller, handyman, waiter, dancer, film director, writer, cook, artist. He propagates transformal art. He is the originator of the *Fallenbild* (trapped picture), typography by coincidence: objects found by chance are permanently fastened to the surface they are sitting on. Shown here is "La table de Robert" (1961).

Markus Raetz (1941–) Like almost no other among his contemporaries, he makes visible how and what our anti-visualizing A-logic invents. "Metamorphose I": By walking around the rabbit that is shown here it turns into Joseph Beuys, the artist whose favorite animal is the rabbit.


Markus Raetz

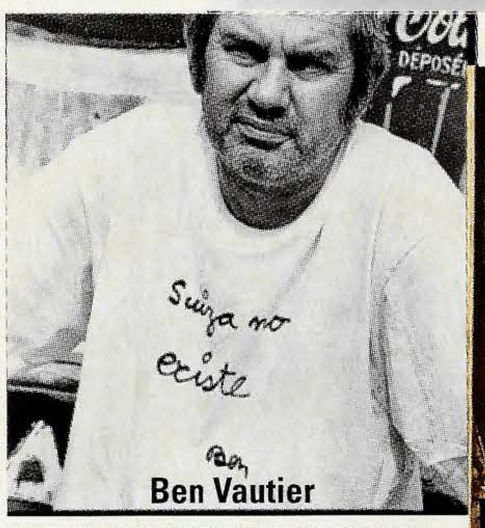
Johann Heinrich Füssli (1741–London 1825) For the English, he was the "wild Swiss" who, in a fascinating way, captured literary references, popular eroticism, fashion and passion in his paintings. Named director of the Royal Academy in London in 1804. "Einsamkeit im Morgenzwielicht" (Solitude in the Morning Twilight) is the title of the picture shown here.


Johann Heinrich Füssli

John Michael Armleder (1948–) Multimedia talent. Works as an artist and agent for art, environments, performance, "mail art" and more. Lately, he has arranged accidentally found furniture into composed temporary arrangements, like the picture shown at right.

John Michael Armleder

Ben Vautier (Naples 1935–) The most audacious of all signers. He signs everything: art, garbage, nothingness, the ages, himself. His work "la suisse n'existe pas" (Switzerland does not exist) made its way from Expo '92 in Seville to debates in the Swiss Parliament. The complementary piece "je pense donc je suisse" (I think, therefore I Swiss) went mostly unnoticed.



Ben Vautier

Arnold Böcklin (1827–Florence 1901) Somewhere between naturalism and idealism he built his dream and fairy-tale world; his mythology is a simile for that which is timeless, spaceless and sublime. Shown below is his most famous work "Die Toteninsel" (Island of Death), painted in 1880. By the way, Arnold Böcklin is also noted as a pioneer of flying.

Arnold Böcklin

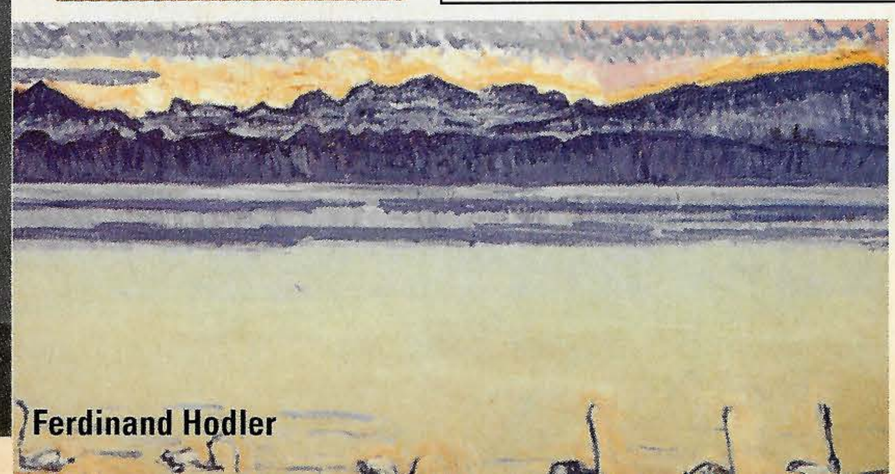
Mario Merz (Milan 1925–) The family is rooted in Lenzburg. Major representative of *Arte povera.* The creator of the Igloo (above) – the original model of housing – as "the idea of the absolute space which rests in itself," and the *Fibonacci* series in neon, symbolizing the acceleration of proliferation in nature. "The content should reveal itself unpredictably and suddenly."

Urs Lüthi (1947–) Photographic and graphic artist, and painter. Conceptual serigraphs of his self-portraits. Pictured above: "Lüthi weint auch für Sie" (The Artist Cries also for You), 1970.

Hans Holbein (Augsburg 1497–London 1543) Lived in Basel since 1515, after 1532 in London. Court painter to Henry VIII (pictured). Known as the brilliant portrait painter of the Renaissance period, which identifies man for the first time as the point of departure for his outlook on life.

Hans Holbein

Ferdinand Hodler (1853–1918) Portraitist, creator of monumental images of real life, of suffering and death, and again and again striking landscapes, the Alps, the lakes in powerful essential images. Shown is his "Rade de Genève à l'aube."


Ferdinand Hodler

An Epilogue to Creativity by Harald Szeemann

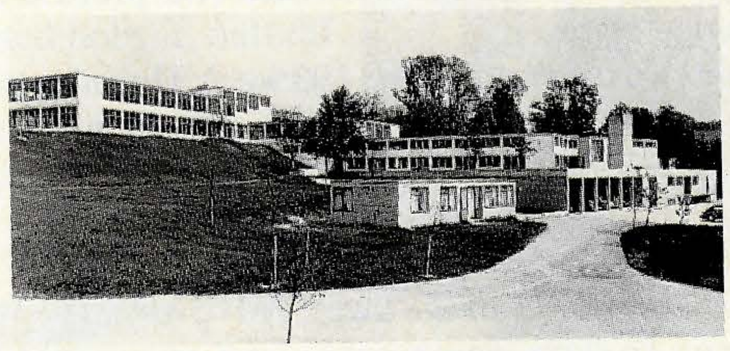
A "genius" spirit does not exist in Switzerland. But there are Swiss geniuses. Switzerland's soil is not always conducive to creativity. But it is challenging to those who are visionary. Even though there are people in Switzerland who are provincial in their hearts, Switzerland is not a province. We rely on those in Switzerland who are creative and congratulate them on the accomplishments they have made. There are fortunately more creative minds than could be exhibited here.

Sophie Taeuber-Arp (1889–1943) Textile designer and creative dancer full of fantasy. Married to Hans Arp, she created abstract collages, sculptures (an example is shown below), and intuitive geometric paintings.

Dieter Roth (1930–) Lives and works in Basel and Iceland. Highly recognized exhibits around the world. Versatile, vulnerable, intense personality. Graphic artist, painter, writer, musician, analytical synthesist, synthetic analyst, amateur in virtuosity and vice versa. He created the hat shown above in 1965.

Meret Oppenheim (1913–1985) She tried to avoid being tied to a particular style or to the expression "surrealism." Her success with "Déjeuner en fourrure" (below) contradicted her nature and blocked her artistic freedom for an extended time.

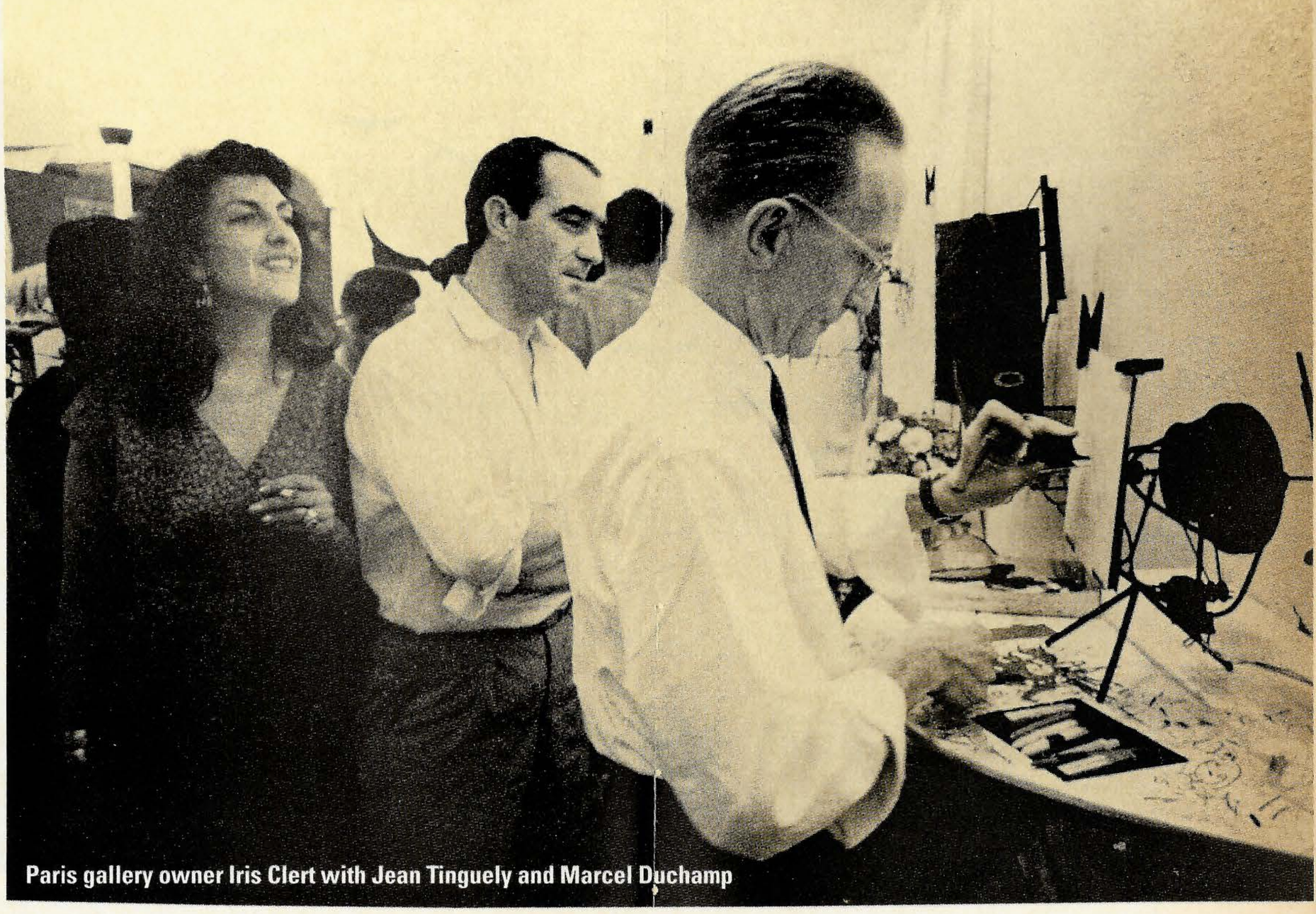
Max Bill (1908–) Indefatigable fighter for the functional, constructive, logical form. Painter, sculptor, designer, architect, theoretician in one person. Shown below is the *Hochschule für Gestaltung* in Ulm, one of his fascinating architectural works.



Alberto Giacometti (1901–1966) His early works, like "Pointe à l'œil," which is shown here, were done in Paris at the time of the surrealists. He makes sexuality, violence and perception a topic of subtle three-dimensional mechanics. During the Second World War, he returned to the themes of human figures and landscapes.

Paul Klee (1879–1940) German citizen born in Münchenbuchsee near Berne. The artistic, poetic way in which he weaves point, line, surface, color and light into his pictures is deep, versatile, lively and complex. In 1914 he went on an expedition to the south, to the colors. The picture shown here, "Vor den Toren von Kairouan," (Before the doors of Kairouan) is witness to the vital artistic dimension of understanding.

Photo credits on page79



Paris gallery owner Iris Clert with Jean Tinguely and Marcel Duchamp

Jean Tinguely (1925–1991) No other country in this world can boast two artists who have designed "desire" machines in the 1950s – Tinguely: "The Machine that Produces Art," and Robert Müller (1920–): "The Autoerotic Loving Machine." In rapid procession, Tinguely's innovations follow: automatically mobile, smelling, noise-making and self-destructive machines. It's no wonder that Marcel Duchamp (1887–1968), pictured above, the most radical artist of our century before Joseph Beuys, delights in Tinguely's drawing machines.

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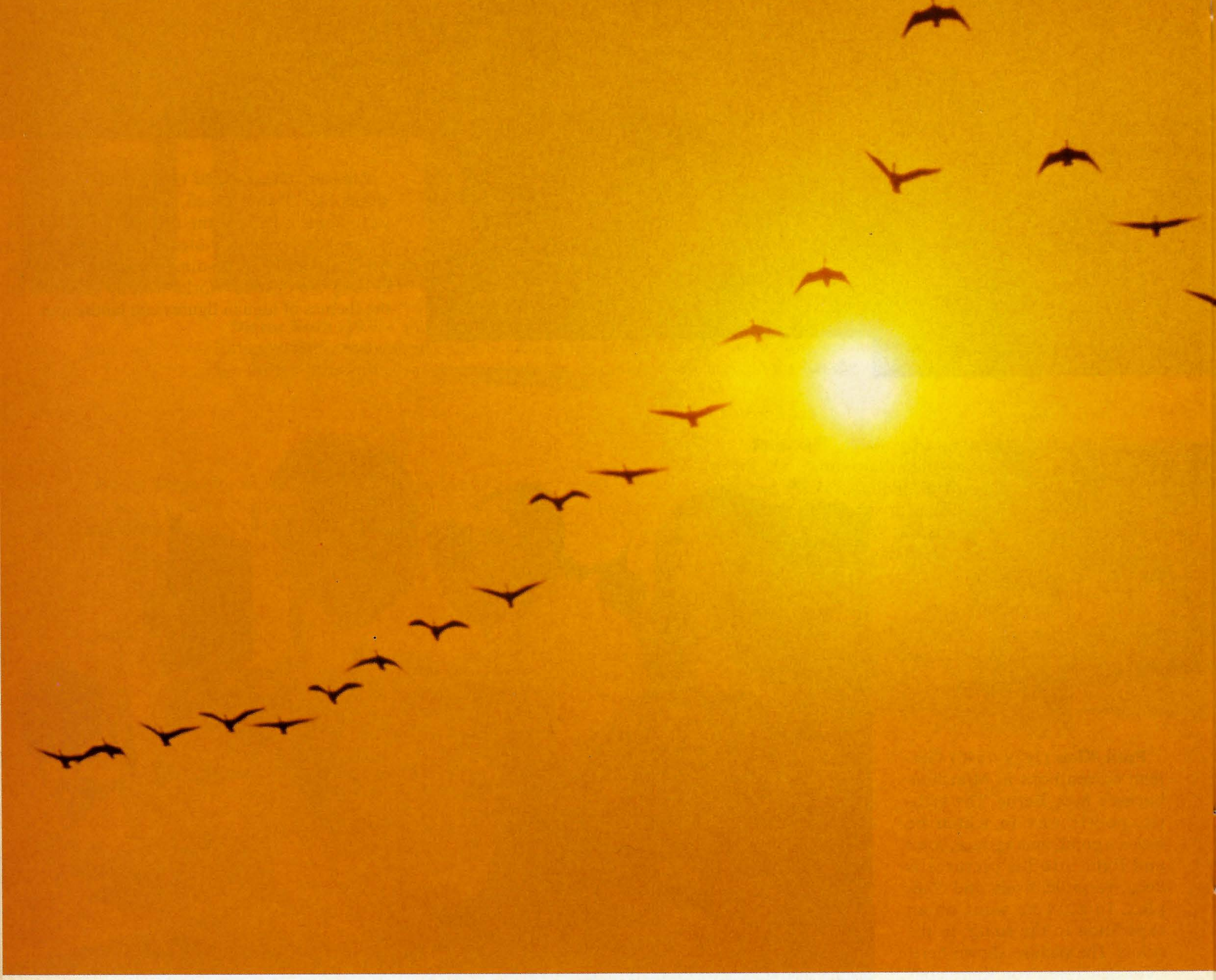

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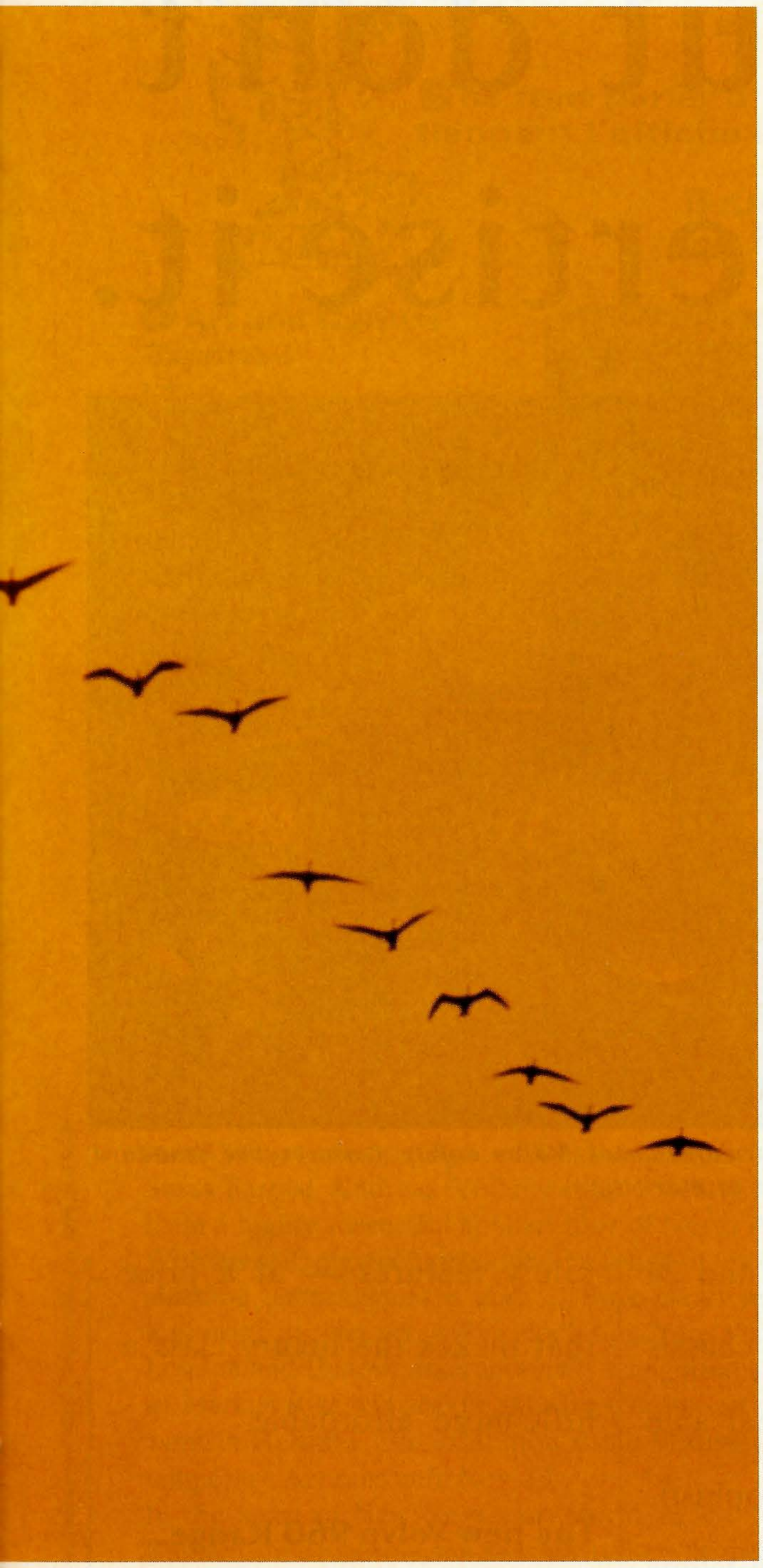

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SWISS CREATIVITY ABROAD

(E) Switzerland exports more than just cheese, as the following illustrious examples confirm.

(F) Ils font parler d'eux – les créateurs suisses qui tiennent l'affiche à l'étranger.

(D) Sie machen von sich reden – Schweizer Kreative mit aktuellen Auftritten im Ausland.

(E) Art and Culture Exported

The cultural and artistic achievements of many Swiss are a highly respected calling card abroad.

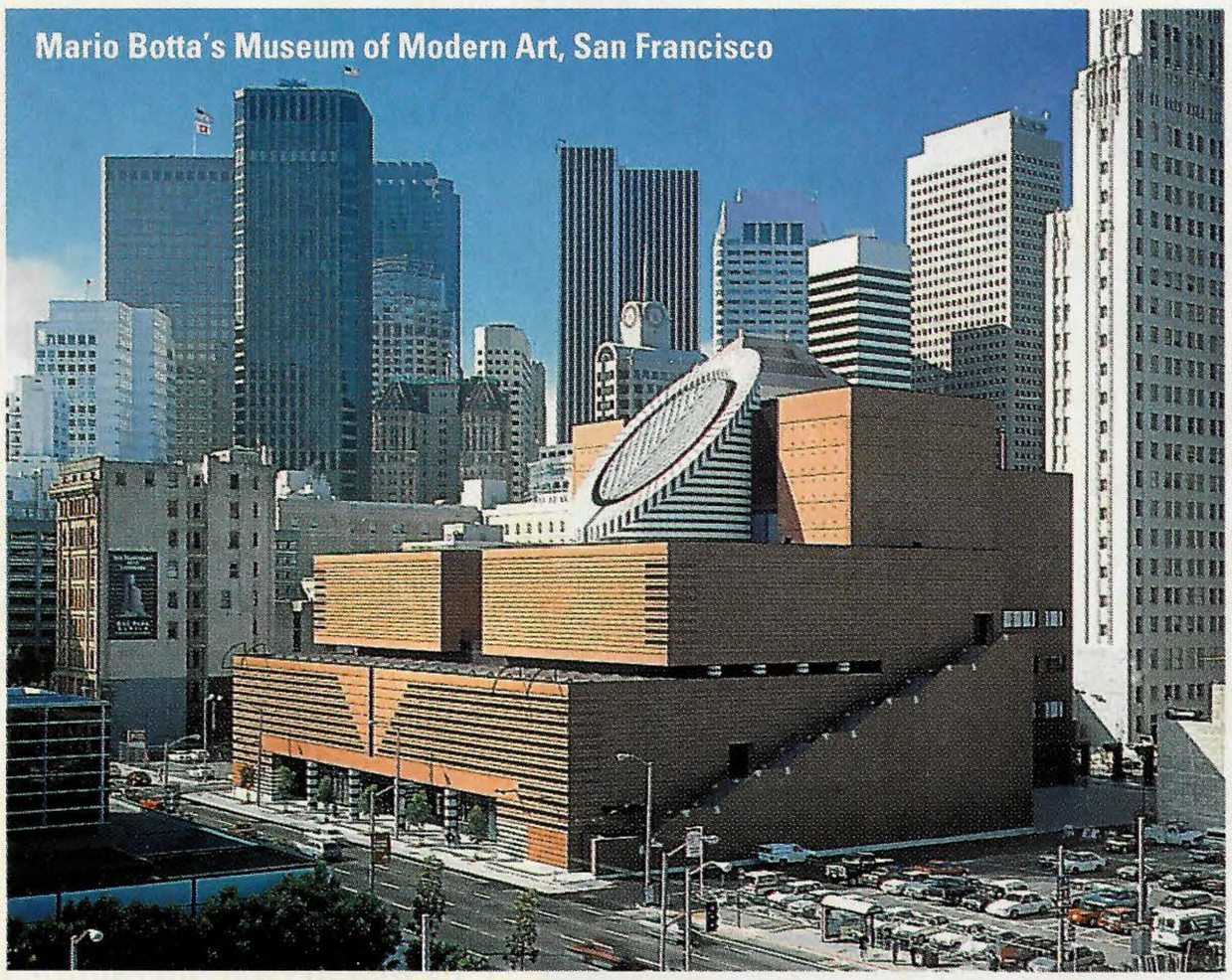
Architect Mario Botta of Ticino designed the new facilities of the Museum of Modern Art at 151 Third Street in San Francisco. Abundant natural light penetrates the imposing structure. The grand opening will take place Jan. 18.

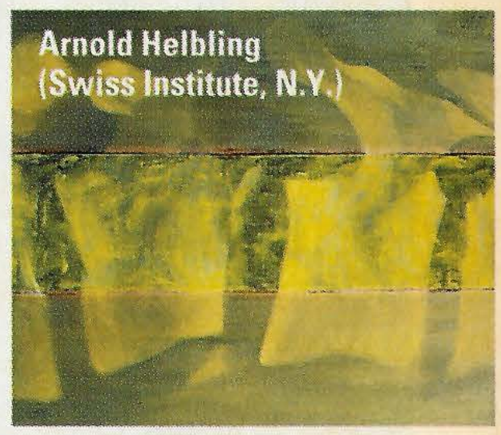
Matthias Bamert manages the International Music Festival Weeks in Lucerne. A native of Berne, he is also musical director of one of the most famous chamber orchestras in England, the London Mozart Players. Maestro Bamert, renowned for his contemporary-innovative concerts, will make a guest appearance with the Florida Philharmonic Orchestra Dec. 20 in Miami's Gusman Center (interpretations of Stokowski and Schnittke).

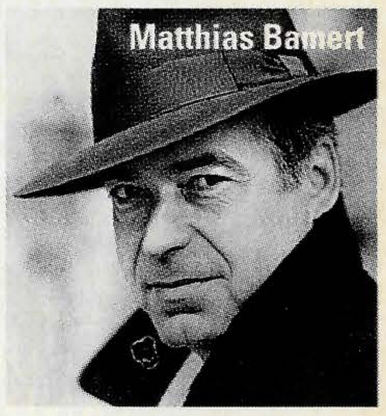
Swiss harpist Andreas Vollenweider recently returned from a highly successful concert tour of North America. With his soft, playful harp strains, he is one of the most enchanting "ambassadors at large" of Swiss creativity.

Following his large traveling exhibition from Valencia to London and Geneva, internationally recognized Swiss artist Markus Rätz will also be showing a cross-section of his work in Helsinki. The exhibition at the Museum of Contemporary Art runs until Nov. 13.

In the heart of New York's art world, in the New Era Building on Broadway, the Swiss Institute will open its new headquarters on Nov. 3 under the direction of Carin Kuoni. The dedication of the new cultural complex, whose stated aim is "to present Swiss culture in an international dialogue," will coincide with the exhibition "Double Vision," a panorama of the Swiss cultural scene in New York.







Examples of Swiss achievements abroad – in architecture, art and music.

Architecture, arts plastiques ou musique, la création suisse s'exporte.

Schweizer Kreative mit Architektur, bildender Kunst und Musik im Ausland.

Photos: SFMDMA/Terence McCarthy, Richard Barnes, Swiss Institute N.Y., Stähli, Sally Soames

(F) La création suisse à l'étranger

La Suisse n'est pas uniquement connue pour son fromage. La culture et la création artistique sont aussi des produits qui s'exportent.

Star incontestée de l'architecture, le Tessinois Mario Botta a conçu le nouveau bâtiment du Museum of Modern Art de San Francisco (151 Third Street). L'inauguration officielle aura lieu le 18 janvier.

C'est un Bernois, Matthias Bamert, qui dirige un des plus célèbres orchestres de chambre d'Angleterre, les London Mozart Players. Spécialiste de musique contemporaine, il se produira le 20 décembre prochain à la tête du Florida Philharmonic Orchestra, au Gusman Center de Miami. Au programme, Stokowski et Schnittke. Quant au harpiste

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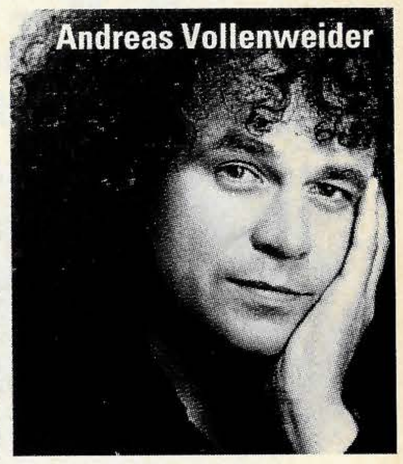
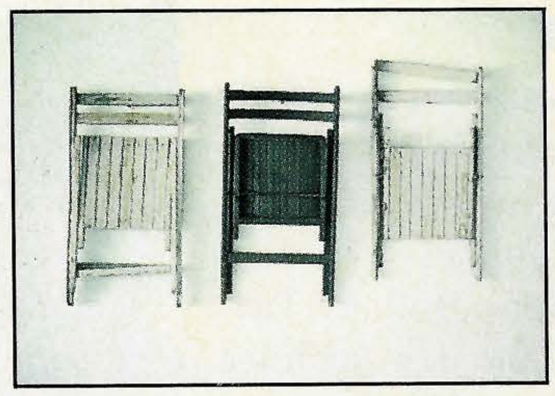
suisse Andreas Vollenweider, il vient de rentrer d'une tournée triomphale en Amérique du Nord. Son jeu subtil et virtuose, qui envoûte le public, fait de lui l'un des meilleurs ambassadeurs de la culture suisse à l'étranger. Après sa grande exposition itinérante présentée à Valence, Londres et Genève, Markus Rätz expose un choix d'œuvres au Musée d'art moderne d'Helsinki (jusqu'au 13 novembre). – Les nouvelles salles du Swiss Institute de New York, en plein cœur de Broadway (New Era Building), seront inaugurées le 3 novembre prochain, lors du vernissage de l'exposition «Double Vision», un panorama de la culture suisse à New York.


Andreas Vollenweider

Serge Pinkus exhibit in New York.

Serge Pinkus expose à New York.

Serge Pinkus stellt in New York aus.



(D) Schweizer Exportartikel Kunst und Kultur

Die Schweiz exportiert nicht nur Käse. Ein Aushängeschild im Ausland ist auch schweizerisches Kultur- und Kunstschaffen. Kreative Schweizer machen vielerorts von sich reden.

San Francisco. Der Tessiner Architekt Mario Botta hat das neue Museum of Modern Art an der 151 Third Street entworfen. Viel natürliches Licht prägt den imposanten Neubau. Am 18. Januar findet die grosse Eröffnung statt.

Er managt die Internationalen Musik-Festwochen in Luzern: Matthias Bamert, gebürtiger Berner, ist musikalischer Direktor der renommierten London Mozart Players. Maestro Bamert, berühmt für seine zeitgenössisch-innovativen Konzerte, gastiert am 20. Dezember mit dem Florida Philharmonic Orchestra im Gusman Center in Miami, wo er Stokowski und Schnittke interpretiert.

Andreas Vollenweider gehört zweifellos auch zum Schweizer Talentkreis von internationalem Ruhm. Mit seinen weichen, spielerischen und friedlichen Harfenklängen bezaubert er das Publikum auf der ganzen Welt.

Nach der grossen Wanderausstellung in Valencia, London und Genf zeigt der Schweizer Künstler Markus Rätz einen Querschnitt seines Schaffens in Helsinki. Die Ausstellung im Museum of Contemporary Art dauert bis 13. November. Im Herzen der New Yorker Kunstwelt, im New Era Building am Broadway, eröffnet das Swiss Institute am 18. November neue Räume. Die Einweihung der Kulturstätte, die «Schweizer Kultur im internationalen Dialog präsentieren will» (Direktorin Carin Kuoni), geht mit der Eröffnung der Ausstellung «Double Vision» über die Bühne, einem Panorama der Schweizer Kulturszene in New York. Adrian Achermann

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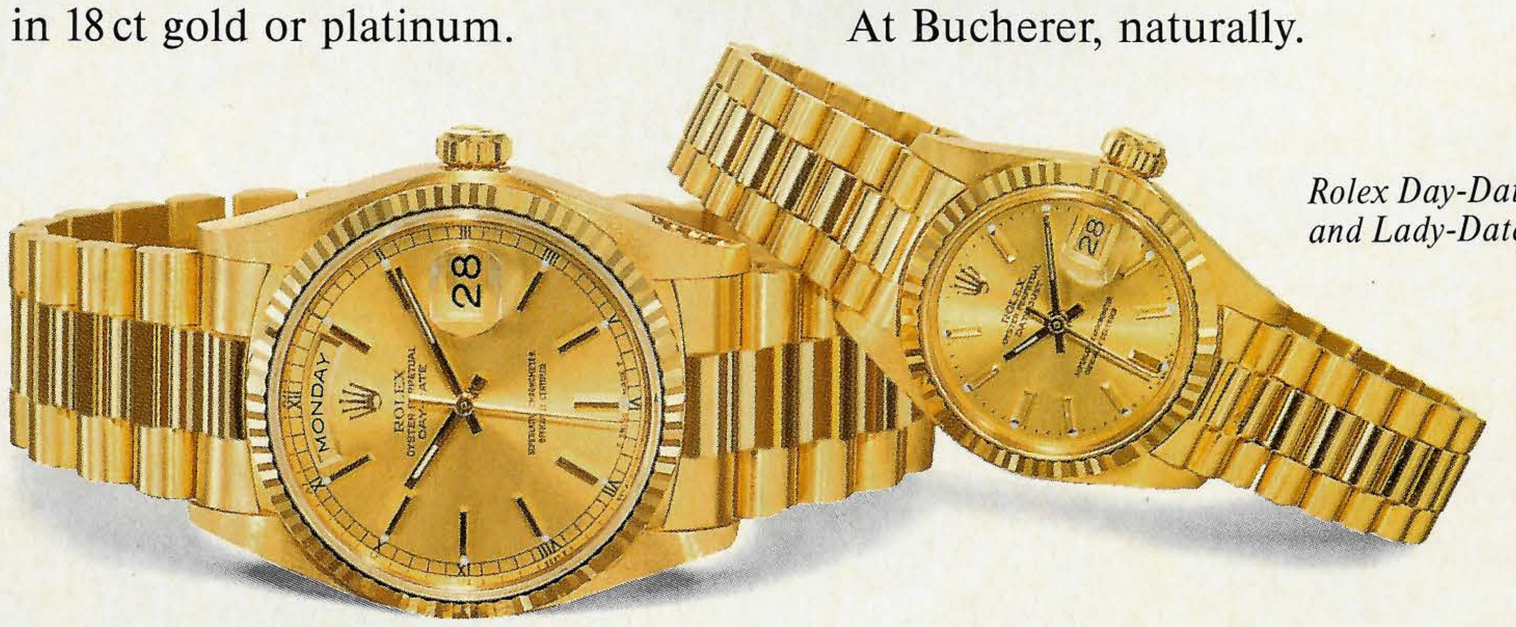

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Creatività in Svizzera

Molte sono, in Svizzera, le persone dotate di grandi capacità creative. Fra queste, e per approfondire il tema «Creatività in Svizzera», abbiamo scelto Harald Szeemann.

Harald Szeemann

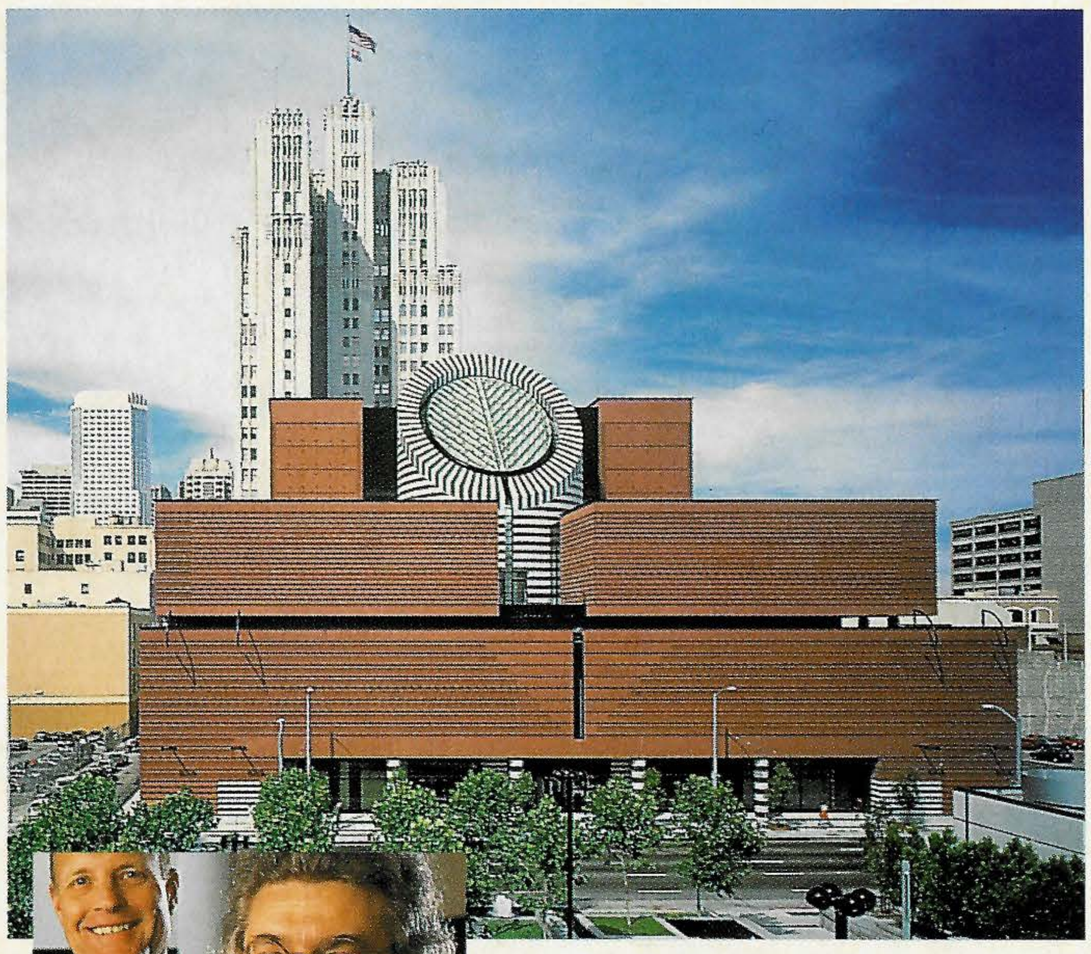
Il Collezionista dell'Intangibile

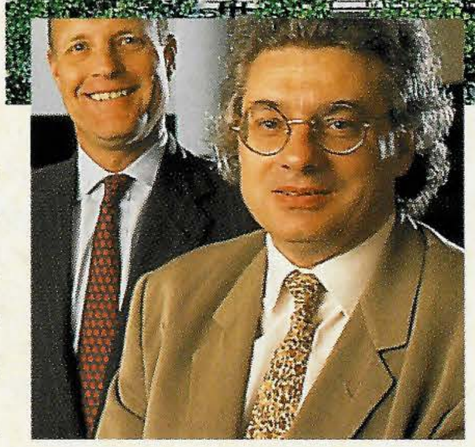
Questa volta, perdonate il piccolo peccato di presunzione, il tema che desideriamo offrirvi in questa nostra pubblicazione cerca profondo approccio con la «Creatività in Svizzera». Abbiamo pensato di affidare a colui che riteniamo un grande esperto di idee il nostro desiderio, chiedendo a lui di creare per noi – nel suo personalissimo modo – una «esposizione», quella che vi offriamo da pagina 26 a pagina 51.

Sì, l'esperto: è Harald Szeemann, uomo eccentrico, intelligente, dotato di grande humour. E qualcosa di più: ha dentro di sé il fuoco della creatività. Harald Szeemann – unanimemente noto per la sua qualità di «Ausstellungsmacher» («facitore di esposizioni» lo si definirebbe da noi) – ha esplicato creatività in molti ambiti, fra quelli toccati da un'attività incessante in campo artistico, scientifico e culturale. Fu direttore della Kunsthalle di Berna nel 1961, e raggiunse fama internazionale per il suo ruolo nella «Documenta 5» di Kassel (la maggiore Mostra europea di Arte contemporanea). Esemplari, anche le due esposizioni, quasi in contemporanea, del «Visionäre Schweiz» di Zurigo nel 1991 e del Padiglione svizzero di Siviglia '92.

Uomo dalle conoscenze vaste, enciclopediche, ed infaticabile collezionista di una moltitudine di oggetti, Harald Szeemann segue, nel dar vita alla sua opera, l'ispirazione creativa che lo porta dal concetto iniziale alla realizzazione finale. Tutto suo è il modo di esibire gli oggetti, ma sue sono anche forme e colori del catalogo e la puntuale comprensione dello spirito dei tempi. Così, le sue esposizioni finiscono per essere vere e proprie «opere d'arte totale».

Questa volta – dal suo vasto e fervido atelier nel cuore caldo della Svizzera





Mario Botta (qui con John R. Lane, direttore del «Moma») ed il «suo» museo, nel cuore metropolitano di San Francisco.

(Szeemann vive e lavora in un piccolo ed antico villaggio della Valle Maggia) – ci ha preparato una «esposizione» lunga venticinque pagine. Uno spaccato che tocca uomini e idee e fatti, secondo la personale, soggettiva scelta di Harald Szeemann.

La sua scelta, quella di un eccellente «Collezionista dell'Intangibile», come lo definisce argutamente il pubblicista Allan Porter – già capo redattore della rivista «Camera», oggi pubblicista, fotografo e designer – che lo ha intervistato per Swissair Gazette e che di lui dice anche: «Ciò che è sommamente inconsueto, nel suo lavoro, è che tu puoi anche non comprenderlo quando lo guardi; ma esso ti rimane nella mente, e dopo una breve metabolizzazione, è l'opera stessa che inizia a prendere forma e spessore.»

Mario Botta a due passi dal «Golden Gate»

La creatività è dote che non ha etnia e mal sopporta i confini, di qualsiasi natura essi siano. Così, nel corso dei secoli, le idee di molti svizzeri creativi hanno valicato gli oceani. Ancora oggi, su quelle rotte tracciate un tempo da maestri scalpellini che erano architetti, troviamo eccellenti artigiani-artisti.

Che dire di Mario Botta? Forse è troppo poco affermare che il suo fare si inserisce in una tradizione antica di grande architettura, vibrante e non omologata, che viene dalla forza di radici antiche e nodose. Per lui, svizzero che lavora ad una grande opera nella stimolante California, valgono le parole di un opuscolo che presenta il «suo» Museum of Modern Art di San Francisco, «...invero, la forza della sua architettura consiste nell'abilità di comunicare un senso di continuità storica con l'architettura... idiomatica del suo canton Ticino.»

Tutto ciò, a San Francisco, a due passi dal «Golden Gate», in un imponente edificio sulla Third Street, che sarà inaugurato il 18 gennaio 1995.

Vittorio Leoni

Photos: Armin Linke, SFMOMA/Richard Barnes, Terrence McCarthy

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Barcelona	396	637	532	855
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Berlin	–	–	410	660
Bilbao	–	–	625	1006
Birmingham *	–	–	572	920
Bremen *	–	–	386	621
Brussels	330	532	300	483
Bucharest	–	–	862	1387
Budapest	626	1007	500	804
Copenhagen	707	1137	590	950
Dresden *	–	–	346	556
Dublin *	–	–	768	1236
Dusseldorf	349	562	276	444
Frankfurt	287	459	187	286
Geneva	–	–	143	230
Genoa	183	294	211	339
Gothenburg	–	–	722	1161
Guernsey *	–	–	528	850
Hamburg	–	–	431	693
Hanover	–	–	349	562
Helsinki	–	–	1105	1778
Innsbruck	–	–	131	212
Istanbul	1187	1910	1094	1761
Jersey *	437	703	507	816
Kiev	–	–	1030	1657
Klagenfurt	–	–	278	447
Leipzig *	–	–	319	514
Linz	–	–	267	429
Lisbon	929	1495	1071	1722
Ljubljana	–	–	292	470
London Heathrow	468	753	489	787
London City Airport *	456	733	472	760
Lugano *	135	217	102	164
Luxembourg	235	378	184	296
Lyon	–	–	203	327
Madrid	627	1009	770	1238
Málaga	857	1379	998	1606
Malta	–	–	857	1379
Manchester	–	–	625	1006
Marseilles	198	319	321	517
Milan	–	–	143	230
Minsk (via Vienna)	–	–	1012	1628
Moscow	1497	2409	1355	2180
Munich	303	488	162	261
Münster/Osnabrück *	–	–	325	523
Nice	186	299	270	434
Nuremberg *	–	–	182	293
Oslo	–	–	863	1388
Palma de Mallorca	492	792	618	995
Paris	253	407	296	476
Porto	813	1308	950	1529
Prague	460	740	317	511
Rome	432	695	430	692
Salzburg	–	–	209	336
Sofia	–	–	794	1278
Stockholm	1045	1682	924	1486
Strasbourg	–	–	86	138
Stuttgart	–	–	90	145
St. Petersburg	–	–	1222	1967
Thessaloniki	–	–	860	1384
Tirana	–	–	690	1111
Toulouse *	293	472	–	–
Turin	–	–	162	260
Valencia	–	–	712	1145
Vienna	507	816	375	603
Warsaw	–	–	641	1031
Zagreb	–	–	376	605
Zurich	143	230	–	–

Basel/Mulhouse/Freiburg	Miles	Km
Amsterdam	348	560
Barcelona	511	822
Berlin	426	685
Berne *	47	75
Birmingham *	531	854
Brussels	267	429
Copenhagen	596	959
Dresden	373	600
Dusseldorf	257	414
Frankfurt	175	282
Hamburg	431	693
Hanover	350	563
Leipzig	339	545
London	447	719
Lugano	127	204
Munich	204	328
Paris	249	400
Vienna	420	676

Berne *		
Brussels	307	495
Lugano *	92	148
Paris	271	436

Lugano *		
Florence *	188	303
Rome	334	537
Venice *	169	272

* served only by Crossair

Distances apply to non-stop flight routings only. For Swissair QUALIFLYER mileage credits on multi-leg flights, please refer to the special mileage chart available to program participants, or to the Swissair Timetable.

Swissair's European partners are SAS and Austrian Airlines, serving many additional destinations. Swissair is proud to be a member of these excellent airlines' "European Quality Alliance".

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GREECE
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ALGERIA
LIBYA
EGYPT
MALTA
Gulf of Finland
GULF OF BOTHNIA
BALTIC SEA
Lake Ladoga
Čudskoe oz.
Pskovskoe oz.
Rybinskoe vd.
Kaspijskoe More
Azovskoe More
Crnoe More
BLACK SEA
MEDITERRANEAN SEA
TYRRHENIAN SEA
IONIAN SEA
AEGEAN SEA
ADRIATIC SEA
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Kattegat
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Öland
Læsø
Bornholm
Lofoten
Vesterålen
Sjælland
Jylland
Fünen
Lolland
Corse
Sardegna
Sicilia
Pantelleria
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Kolkasrags
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Náxos
Kos
Ródos
Lindos
Karpathos
Santorini
Kíthira
Kriti (Crete)
Mallorca
Menorca
Ibiza
Formentera
Vesuvio 1277
Etna 3263
Mt. Blanc 4807
Galdhopiggen 2469
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Arkhangelsk
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Vitebsk
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Orel
Kursk
Voronezh
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Ryazan'
Vladimir
Yaroslavl'
Kostroma
Ivanovo
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Afyon
Uşak
Manisa
Izmir
Aydın

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0 500 1000 1500 Kilometers
0 250 500 750 1000 Miles

Distances		Miles	Kilometers
Zurich	São Paulo	5968	9602
São Paolo	Buenos Aires	1069	1721
Buenos Aires	Santiago de Chile	707	1137

Distances apply to non-stop flight routings only. For Swissair QUALIFLYER mileage credits on multi-leg flights, please refer to the special mileage chart available to program participants, or to the Swissair Timetable.

Destinations in the Americas

- Destinations served by Swissair
- Destinations served in cooperation with other airlines
- Charter destinations served by Balair/CTA

Distances		Miles	Kilometers
Geneva	Los Angeles	5906	9503
	New York	3851	6197
Zurich	Atlanta	4678	7526
	Boston	3733	6006
	Chicago	4429	7126
	Cincinnati	4436	7138
	Los Angeles	5922	9528
	Montreal	3728	5998
	New York	3919	6305
	Toronto	4031	6486
Boston	Philadelphia	280	450
	Washington	412	663
Montreal	Toronto	307	495

Distances apply to non-stop flight routings only. For Swissair QUALIFLYER mileage credits on multi-leg flights, please refer to the special mileage chart available to program participants, or to the Swissair Timetable.

Delta Air Lines is Swissair's North American partner, serving more than 300 destinations worldwide. Both Swissair and Delta Air Lines are members of "Global Excellence" in cooperation with Singapore Airlines.

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Destinations in Asia

● Destinations served by Swissair

■ Charter destinations served by Balair/CTA

Singapore Airlines is Swissair's partner in Asia, flying to more than 70 destinations internationally. SingaporeAirlines, together with Swissairand Delta Air Lines, form "Global Excellence".

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Distances		Miles	Kilometers
Geneva	Jeddah	2509	4037
	Tel Aviv	1812	2916
Zurich	Bangkok	5605	9019
	Beijing	4951	7967
	Beirut	1684	2710
	Bombay	4061	6535
	Delhi	3819	6144
	Dubai	2961	4765
	Hong Kong	5775	9292
	Izmir	1131	1820
	Jeddah	2473	3979
	Larnaca	1556	2503
	Muscat	3173	5105
	Osaka	5869	9445
	Riyadh	2593	4172
	Tehran	2320	3733
	Tel Aviv	1744	2807
	Tokyo	5960	9589
Bangkok	Singapore	897	1444
Bombay	Hong Kong	2671	4298
Dubai	Abu Dhabi	72	115
	Karachi	738	1187
Hong Kong	Manila	700	1126
	Seoul	1292	2078
Muscat	Dubai	216	348
	Karachi	566	910
Riyadh	Abu Dhabi	500	804
Theran	Dubai	760	1223

Distances apply to non-stop flight routings only. For Swissair QUALIFLYER mileage credits on multi-leg flights, please refer to the special mileage chart available to program participants, or to the Swissair Timetable.

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Destinations in Africa

- Destinations served by Swissair
- Charter destinations served by Balair/CTA

Distances		Miles	Kilometers
Geneva	Abidjan	2894	4656
	Algiers	676	1087
	Cairo	1754	2822
	Casablanca	1145	1842
	Dakar	2568	4132
	Douala	2924	4705
	Libreville	3168	5097
	Tunis	682	1098
	Yaoundé	2948	4743
Zurich	Accra	2937	4727
	Cairo	1704	2742
	Geneva	143	230
	Johannesburg	5228	8412
	Lagos	2840	4570
	Nairobi	3778	6079
	Tunis	738	1187
Dakar	Banjul	112	180
Douala	Brazzaville	687	1106
Johannesburg	Cape Town	790	1270
	Harare	595	957
Kinshasa	Brazzaville	16	26
	Libreville	534	859
	Yaoundé	620	998
Lagos	Accra	249	400
Nairobi	Dar es Salaam	414	667

Distances apply to non-stop flight routings only. For Swissair QUALIFLYER mileage credits on multi-leg flights, please refer to the special mileage chart available to program participants, or to the Swissair Timetable.

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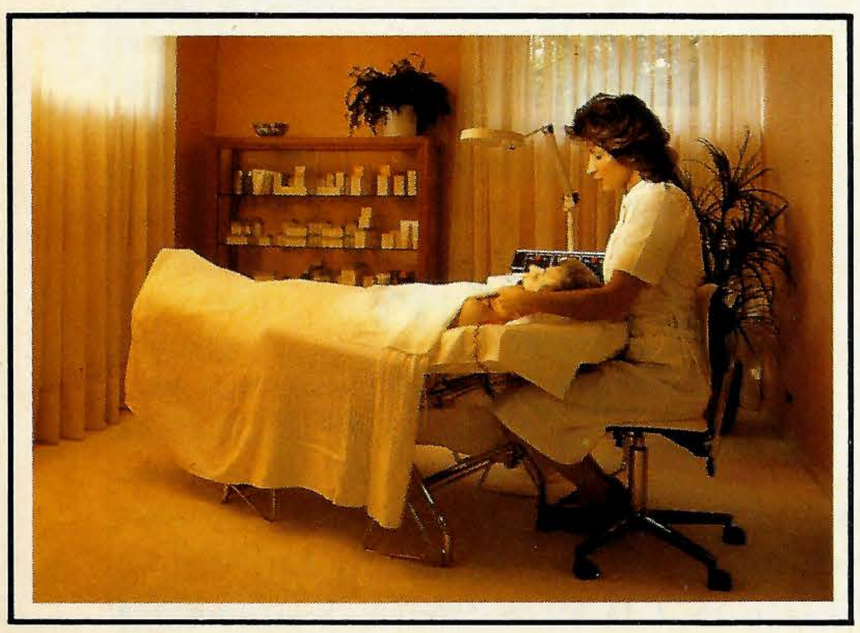
Centre de Revitalisation Clinique Lémana

Clinique LEMANA S.A.

PROGRAMMES QUE L'ON PEUT SUIVRE AU CENTRE DE REVITALISATION LEMANA

- *Thérapie cellulaire CELLVITAL*
- *Check-up complet en 24 heures*
- *Pause anti-stress de 3 jours avec check-up*
- *Remise en forme de 5 jours avec check-up*
- *Investigation et traitement de l'impuissance sexuelle*
- *Opération et traitement des varices*
- *Chirurgie plastique et esthétique*
- *Suite de traitements et soins post-opératoires*
- *Traitement de l'acné*
- *Traitement diététique et d'amaigrissement*
- *Programme bioénergétique pour golfeurs*

Division médicale
Clinical division

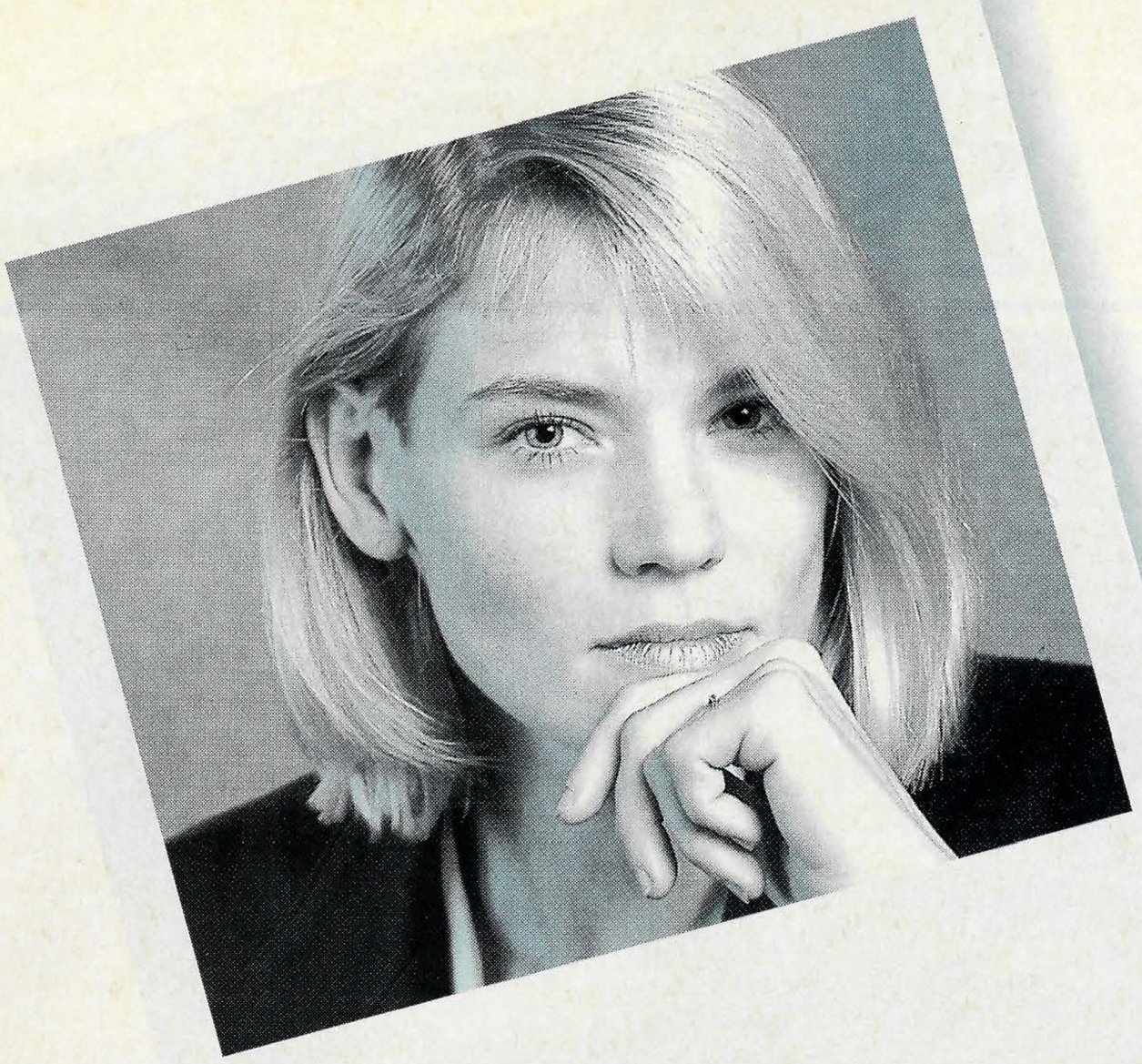


Institut de beauté
Aesthetic institute

PROGRAMS WHICH CAN BE FOLLOWED AT THE "CENTRE DE REVITALISATION LEMANA"

- *cellular therapy CELLVITAL*
- *a 24-hour check-up*
- *a three-day stress break with check-up*
- *a program for getting into shape in 5 days with check-up*
- *examination and treatment of sexual impotence*
- *operation and treatment of varicose veins*
- *plastic and aesthetic surgery with post-operative stay at the center*
- *post-operative care with medical treatment*
- *treatment of acne*
- *dietetic and weight reducing program*
- *Golf packages*

Clinique Lémana SA Bosquets-de-Julie 21 CH-1815 Clarens/Montreux 900 (Switzerland)
Tél. int. (41-21) 964 16 41 nat. (021) 964 16 41 Fax (41-21) 964 64 51



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By people dedicated to objectives.
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have intuition to design strategies
that work and the courage to
make things happen. If tomorrow
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☐ Tax-free Shop, Departure
☑ Tax-free Shop, Departure/Arrival
UTC Universal Time Coordinated (+/– = Local Time)
F First Class Lounge
C Business Class Lounge
T Separate Travel Club Lounge 1)
→ Distance Airport-City
Train
Bus
Ⓡ Reservations
☎ Tel. Number
❖ EQA Business Hotels 2)
* Destination served by Crossair only
Latest Check-in Time for Swissair and Crossair

City/Country/❖	✈	UTC	→	Train / Bus	Ⓡ ☎	Check-in F/C-Class	min
Abidjan, Côte-d'Ivoire ❖	Félix Houphouet Boigny ☐ F	+/–0	16 km		21 55 72		60
Abu Dhabi, U. Ar. Emirates ❖	International ☑ F	+4	40 km		34 34 30		60
Accra, Ghana	Kotoka International ☑ F	+/–0	11 km		66 26 79		75
Algiers, Algeria	Houari Boumediène ☐	+1	19 km	Bus: Rue Colonel Ahmed Ben Abderrazak	(02) 68 44 94		90
Amsterdam, Netherlands ❖	Schiphol ☐ C	+1	15 km	Train: Central Station/Zuid WTC/RAI Centre	(020) 679 5000		30
Athens, Greece ❖	Athina ☐ C	+2	15 km	Bus: Syntagma Square (blue double-deck bus)	(01) 323 75 81	(01) 961 02 25	C 30 Y 40 Eeast Term.
Atlanta, USA ❖	W. B. Hartsfield ☐ F/C	–5	16 km	Train: Marta South Line Bus: from major hotels/Buckhead	1-800-221-4750	1-800-221-4780	F/C 45 Y 75 North Term.
Bangkok, Thailand ❖	International ☑ F/C	+7	30 km	Train: Hua Lampong Bus: from major hotels on request	233 29 35		60
Banjul, Gambia	Yundum Intern.	+/–0	24 km		(220) 37 17 62		60
Barcelona, Spain ❖	Barcelona ☐ F	+1	15 km	Train: Sants Rail Station Bus: Plaza Cataluña	(93) 215 91 00	(93) 370 08 80	C 30 Y 40
Basel, Switzerland ❖	EuroAirport ☐ F/C	+1	10 km	Bus: Basel SBB	(061) 284 55 55	(061) 325 23 36	C 25 Y 30
Beijing, China ❖	Capital ☐ F/C	+8	28 km		(01) 512 35 55		90
Beirut, Lebanon	International ☐ F	+2	8 km		(01) 35 30 13		90
Berlin, Germany ❖	Tegel ☐ F	+1	8 km	Bus: Nr. 109, Nr. 128, Express Bus X9	(030) 883 90 01	(030) 4101 26 80	20
Berlin, Germany ❖	Tempelhof ☐	+1	6 km	Train: U 6 Bus: Nr. 119	(030) 883 90 01		30
Berne, Switzerland *	Belp ☐ Zurich/Geneva ☐ F/C	+1	9 km	Bus: Main Rail Station to Belp, Train: to Zurich/Geneva	(01) 258 34 34		15
Bilbao, Spain	Sondica	+1	10 km	Bus: Plaza San Nicolas	900 12 12 12		45
Birmingham, Great Britain *	International ☐ C	+/–0	13 km	Train: New Street Station/NEC Bus: New Street Stn., Nr. 900	(0345) 581 333		30
Bombay, India ❖	Bombay International ☑ F/C	+5½	35 km	Bus: E. A. T. S. Ex -Servicemen Transport	(022) 287 22 10	(022) 834 07 43	F 45 C 55 Y 65 Term. 2
Boston, USA ❖	Logan Intl. ☐ F/C	–5	5 km	Train: Subway Blue Line Bus: from major hotels	1-800-221-4750	1-800-221-4780	F/C 30 Y 60 Term. E
Brazzaville, Congo	Maya Maya ☐ F	+1	4 km		83 02 28		F/C 45 Y 60
Bremen, Germany *	Bremen ☐	+1	3 km	Train: Main Rail Station, Tram Nr. 5	(0421) 32 58 65		40
Brussels, Belgium ❖	National ☐ F/C	+1	12 km	Train: Central/North Station	(02) 220 71 11		30
Bucharest, Romania ❖	Otopeni ☑ T	+2	19 km	Bus: Citybus Nr. 783	312 02 38		45
Budapest, Hungary ❖	Ferihegy ☑ C	+1	16 km	Bus: Erzsébet tér, Volán Bus Station	(361) 267 2500		C 45 Y 60 Term. 1
Buenos Aires, Argentina ❖	Ministro Pistarini ☑ F/C	–3	40 km	Bus: Av. Santa Fé 790	319 00 00	(01) 480 00 82	95
Cairo, Egypt ❖	International ☑ F	+2	25 km		392 15 22		75 Term. 2
Cape Town, South Africa	D. F. Malan ☐ F/C	+2	20 km	Bus: Intercape Main Rail Station	(021) 21 49 38	(021) 934 87 55	F 35 C 45 Y 60
Casablanca, Morocco	Mohammed V ☑ T	+/–0	30 km	Train: Casa/Port/Voyageur, Rabat Bus: Bus Terminal C. T. M.	(2) 31 32 80	(2) 31 37 20	60
Chicago, USA ❖	O'Hare ☐ F/C	–6	30 km	Train: CTA Train Link Bus: from major hotels	1-800-221-4750	1-800-221-4780	F/C 30 Y 60 Term. 5
Cincinnati, USA	International ☐ F/C	–5	21 km	Bus: Jet Port Express Bus	1-800-221-4750		F/C 30 Y 60 Term. 3
Copenhagen, Denmark ❖	Copenhagen ☐ C	+1	10 km	Bus: Central Rail Station	33 12 80 90	32 32 58 00	C 40 Y 50
Dakar, Senegal	Yoff ☐	+/–0	17 km		(221) 23 48 48		60
Dar es Salaam, Tanzania	International ☐ F/C	+3	13 km		4 68 16		60
Delhi, India ❖	Indira Gandhi Intl. ☑ F/C	+5½	23 km	Bus: E. A. T. S. Ex-Servicemen Transport	(011) 332 55 11	(011) 545 25 31	F 60 C 75 Y 90 Term. 2
Douala, Cameroon	Douala International ☐ F	+1	10 km		42 29 29		F/C 60 Y 90
Dresden, Germany *	Dresden ☐	+1	10 km	Bus: Main Rail Station Neustadt	(0341) 211 41 71		30 Term. 1
Dubai, U. Arab Emirates ❖	Dubai International ☑ F	+4	4 km		28 31 51		60
Dublin, Ireland *	Dublin ☐ C	+/–0	9 km	Bus: Aras to Central Bus Station	(01) 677 8173		30
Düsseldorf, Germany ❖	Rhein-Ruhr ☐ F	+1	11 km	Train: Main Rail Station Nr. S7 Bus: Nr. 727	(0211) 8 79 77	(0211) 421 62 91	C 25 Y 30
Florence, Italy *	Peretola	+1	8 km	Bus: Stazione S. Caterina da Siena 15	(051) 24 56 37		35
Frankfurt, Germany ❖	Rhein-Main ☐ T	+1	11 km	Train: Hauptwache/Main Rail Station S-14/15	(069) 24 23 56	(069) 69 05 84 91	C 25 Y 40 Hall B
Freiburg, Germany	EuroAirport ☐ F/C	+1	78 km	Bus: SBG Air-Bus Main Rail Station	(0761) 3 11 40	(004161) 325 23 36	C 25 Y 30
Geneva, Switzerland ❖	Geneva ☐ F/C/T	+1	4 km	Train: Cornavin Station Bus: Nr. 10	(022) 799 59 99	(022) 799 38 36	F 25 C 30 Y 40
Genoa, Italy	Cristoforo Colombo ☐	+1	7 km	Bus: Piazza Verdi-Stazione Brignole	(010) 651 17 37		35
Gothenburg, Sweden ❖	Landvetter ☐ C	+1	25 km	Bus: Rail Station	(031) 94 18 60	(031) 94 20 80	C 30 Y 40
Graz, Austria	Thalerhof ☐	+1	12 km	Bus: Main Rail Station/Hotel Daniel	(0316) 8 00 30		30
Guernsey, Great Britain *	Guernsey ☐	+/–0	6 km	Bus: St. Peter Port	(0171) 434 7300		20
Hamburg, Germany ❖	Fuhlsbüttel ☐ F	+1	13 km	Bus: Main Rail Station, Kirchenallee	(040) 329 10 86		30 Term. 3
Hanover, Germany ❖	Hanover ☐	+1	13 km	Bus: Main Rail Station, Raschplatz	(0511) 73 40 75		20
Harare, Zimbabwe	International ☐ F/C	+2	12 km	Bus: Air Zimbabwe City Air Terminal	729 631-3		F 45 C 60 Y 90
Helsinki, Finland ❖	Helsinki-Vantaa ☐ F/C	+2	19 km	Bus: City Term./Intl. Air Term., Hotel Inter-Continental	(90) 17 53 00	(90) 818 57 78	40 Hall A
Hong Kong ❖	International ☐ F/C	+8	5 km	Bus: Causeway Bay/Tsimshatsui/Central	529 36 70		60
Innsbruck, Austria	Kranebitten ☐	+1	5,5 km	Bus: Main Rail Station, Bus F	(0512) 58 29 85		30
Istanbul, Turkey ❖	Atatürk International ☑	+2	23 km	Bus: Türk Hava Yollari Terminali	(212) 231 28 49	(212) 663 66 66	60
Izmir, Turkey ❖	Adnan Menderes ☑	+2	25 km	Train: Alsancak Rail Station	(232) 463 49 60		F/C 40 Y 60
Jeddah, Saudi Arabia ❖	King Abdulaziz International F	+3	25 km		(02) 651 40 00		75 North Term.
Jersey, Great Britain *	States ☐	+/–0	8 km	Bus: St. Helier	(0171) 434 7300		30
Johannesburg, South Africa	Jan Smuts ☐ F/C	+2	32 km	Bus: SAA Terminal Rissik/major Sandton Hotels	(011) 484 19 80	(011) 975 49 79	F 35 C 45 Y 90
Karachi, Pakistan	Quaid-e-Azam Intl. ☑ F/C	+6	16 km		51 56 74		90
Kiev, Ukraine	Borispol ☑	+2	38 km	Bus: Pl. Pobedy, Poljot	(044) 244 35 40		60
Kinshasa, Zaire ❖	N'Djili ☐ F/C	+1	22 km	Bus: Inter-Continental Hotel Bus/ZTS Bus Service	2 03 72		90

1) Swissair Travel Club Members: for additional lounge privileges please consult your booklet "Club Benefits 1994"
2) "EQA Business Hotels" are recommended establishments of Swissôtel, SAS Intl. Hotels, Hilton Intl. and Inter-Continental Hotels. Privileged bookings through all Swissair reservations channels.

Guide to Destinations

City/Country/❖	✈	UTC	→	🚌 🚐	Ⓡ ☎	☎ Check-in F/C-Class	⏲ min
Klagenfurt, Austria	Wörthersee ☐	+1	3 km		(0463) 56 64 70		30
Lagos, Nigeria	Murtala Muhammed ☐ **F/C**	+1	25 km		(01) 261 23 22		90
Larnaca, Cyprus ❖	Larnaca ☐ **C**	+2	8 km		(04) 64 32 26	(04) 64 32 22	45
Leipzig, Germany * ❖	Leipzig/Halle ☐	+1	20 km	🚐 Main Rail Station	(0341) 211 41 71		30
Libreville, Gabon ❖	Leon Mba ☐ **F**	+1	12 km		74 34 51		45
Linz, Austria	Hörsching ☐ **F**	+1	15 km	🚐 Main Rail Station	(0732) 77 00 55		30
Lisbon, Portugal ❖	Lisboa ☐ **F/C**	+1	10 km	🚐 Praça dos Restauradores	(01) 347 11 11	848 30 14	60
Ljubljana, Slovenia	Brnik ☒ **F/C**	+1	35 km	🚐 Main Rail Station	(061) 31 76 47		20
London, Great Britain ❖	Heathrow ☐ **C**	+/–0	24 km	🚗 Underground 🚐 Victoria/Euston Stations	(0171) 434 7300	(0181) 745 7508	C 30 Y 45 Term. 2
London, Great Britain * ❖	London City Airport ☐	+/–0	10 km	🚐 Underground Link Bus 276	(0171) 434 7300		10
Los Angeles, USA ❖	International ☐ **F/C**	–8	27 km	🚐 Disneyland/Anaheim, Pasadena, Super Shuttle	1-800-221-4750	1-800-221-4780	F/C 30 Y 60 Intl. Term.
Lugano, Switzerland *	Lugano-Agno ☐	+1	7 km		(091) 23 63 31		20
Luxembourg ❖	Findel ☐ **F/C**	+1	7 km	🚐 Place de la Gare	(00352) 42 44 42		30
Lyon, France	Satolas ☐	+1	30 km	🚐 Perrache, Limousine to Geneva Airport	72 35 03 31		30
Madrid, Spain ❖	Barajas ☐ **F**	+1	16 km	🚐 Plaza de Colón	(91) 547 71 00	(91) 305 51 46	C 40 Y 50
Málaga, Spain	Pablo Ruiz Picasso ☐	+1	10 km	🚗 Renfe Station/Fuengirola 🚐 Main Rail Station	(95) 223 10 13		C 25 Y 40
Malta ❖	Malta International ☒	+1	5 km	🚐 Valletta	(356) 24 93 36/7		60
Manchester, Great Britain ❖	International ☐ **C**	+/–0	16 km	🚗 Picadilly Station	(0345) 581 333	(061) 437 4227	C 20 Y 35 Term. 1 B
Manila, Philippines ❖	Ninoy Aquino Intl. ☒ **F/C**	+8	12 km		818 83 51	818 83 51	F/C 60 Y 90
Marseilles, France	Marseille-Provence ☐	+1	30 km	🚐 Rail Station Saint-Charles	05 44 79 94		25 Term. 1
Milan, Italy ❖	E. Forlanini-Linate ☐ **F**	+1	10 km	🚐 Central Rail Station FS	(02) 66 70 22	(02) 70 20 03 81	50
Minsk, Byelorus	Minsk 2 ☒	+2	50 km		76 89 70		60
Montreal, Canada ❖	Mirabel ☐ **F/C**	–5	53 km	🚐 Hotel Queen Elizabeth, Grey Line/Connaisseur	(514) 879-9154	(514) 476-3680	60
Moscow, Russia ❖	Sheremetyevo 2 ☒	+3	29 km		(095) 253 89 88		60
Mulhouse, France	EuroAirport ☐ **F/C**	+1	25 km	🚐 Rail Station SNCF	89 46 15 36		C 25 Y 30
Munich, Germany ❖	Munich ☐ **C**	+1	30 km	🚗 S-8 Main Rail Station	(089) 2 36 33		30 Modul D
Münster, Germany *	Münster/Osnabrück ☐	+1	25 km	🚐 FMO Express, Main Rail Stations	(0211) 8 79 77		20
Muscat, Oman ❖	Seeb Intl. ☐ **F/C**	+4	35 km		787 416		60
Nairobi, Kenya ❖	Jomo Kenyatta Intl. ☒ **F/C**	+3	15 km	🚐 Kenya Airways Terminal	34 02 31		75
New York, USA ❖	J. F. Kennedy Intl. ☐ **F/C**	–5	24 km	🚐 Grand Central Station	1-800-221-4750	1-800-221-4780	F/C 30 Y 60 Delta Term.
Nice, France	Nice-Côte d'Azur ☐	+1	7 km	🚐 Bus Terminal	93 21 47 47		20 Term. 1 Zone E/F
Nuremberg, Germany *	Nuremberg ☐	+1	7 km	🚐 Main Rail Station, VAG Linie 20	(0911) 3 65 16 24		20
Osaka, Japan ❖	Kansai Intl. ☐ **F/C**	+9	50 km	🚗 City Center, Namba, Kyoto 🚐 Airport Limousine	0120-66 77 88		60
Oslo, Norway ❖	Fornebu ☐ **C**	+1	8 km	🚐 Gallery Oslo, Central Rail Station	22 83 45 05		C 30 M 40
Palma de Mallorca, Spain	Palma de Mallorca ☐	+1	11 km	🚐 Plaza España	900 12 12 12		60 Term. A
Paris, France ❖	Charles de Gaulle ☐ **F**	+1	26 km	🚗 Roissyrail 🚐 Étoile, Porte Maillot, Opéra	(1) 45 81 11 01	(1) 48 62 64 07	C 25 Y 30 Term. 2 B
Philadelphia, USA ❖	International ☐ **F/C**	–5	13 km	🚗 SEPTA 30th Street Station	1-800-221-4750	1-800-221-4780	F/C 30 Y 60 Term. A
Porto, Portugal	Porto ☐ **F**	+1	17 km		(02) 941 38 93		60
Prague, Czech Republic ❖	Ruzyně ☒	+1	17 km	🚐 CSA, Revolučni 25	2481 2111		50
Riyadh, Saudi Arabia ❖	King Khaled Intl. **F**	+3	45 km	🚐 from major hotels	(01) 476 64 44		75 Term. 1
Rome, Italy ❖	Leonardo da V.-Fium. ☐ **F**	+1	35 km	🚗 Air Terminal Stazione Tiburtina, Termini	(06) 847 05 55	(06) 652 93 86	35
St. Petersburg, Russia	Pulkovo 2 ☒ **C**	+3	17 km		812-314-5086		90
Salzburg, Austria	Salzburg ☐	+1	5 km	🚐 City Bus	(0662) 87 55 44		30
Santiago, Chile	Arturo Merino Benítez **F/C**	–3	18 km	🚐 Tour Express, Moneda 1529; Navette, Transfer	(562) 633 70 14		90
São Paulo, Brazil ❖	Guarulhos ☒ **F/C**	–2	25 km	🚐 Praça da Republica, Avenida Paulista	(011) 251-4000	(011) 945-2535	F/C 60 Y 90 Term. 2D
Seoul, South Korea ❖	Kimpo Intl. ☐ **F/C**	+9	30 km	🚐 Bus-Limousine of Korean Air to major Hotels	757-8901		60 Term. 2
Singapore ❖	Changi ☒ **F/C**	+8	25 km	🚐 Bus Nr. 16, 24, 27, 149	737 81 33		F/C 60 Y 75 Term. 2
Sofia, Bulgaria	Sofia ☒ **F**	+2	12 km	🚐 Blvd. Zar Osvoboditel/Vassil Levsky	(02) 32 81 81	(02) 32 81 81	60
Stockholm, Sweden ❖	Arlanda ☐ **C**	+1	41 km	🚐 City Terminal	(08) 679 80 40	(08) 797 39 17	45 Term. 5
Strasbourg, France ❖	Strasbourg Intl. ☐	+1	16 km	🚐 Place Gare, rue du Vieux Marché aux Vins	88 32 75 52		30
Stuttgart, Germany ❖	Echterdingen ☐ **F**	+1	14 km	🚗 S-Bahn Main Rail Station-Airport/Terminal 1	(0711) 2 07 17	(0711) 207 12 32	C 20 Y 25
Tehran, Iran	Mehrabad ☐	+3½	15 km		880 91 33		120 Term. 2
Tel Aviv, Israel ❖	Ben Gurion Intl. ☐ **F/C**	+2	20 km	🚐 United Tours Shuttle, 113 Hajarkon Street	(03) 510 26 26	(03) 971 11 23	120
Thessaloniki, Greece	Makedonia ☐ **C**	+2	16 km	🚐 City Center	(031) 26 75 52		C 30 Y 60
Tirana, Albania	Rinas ☐	+1	25 km		3 20 11		60
Tokyo, Japan ❖	Narita ☐ **F/C**	+9	70 km	🚗 Keisei Line/Jap. Rail-Narita-Expr. 🚐 City Air Term.	0120-66 77 88		60 Term. 2
Toronto, Canada ❖	L. B. Pearson Intl. ☐ **F/C**	–5	29 km	🚐 Gray Coach from major hotels/Royal York Hotel	(416) 360-7992	(416) 676-3252	90 Term. 2
Toulouse, France	Blagnac	+1	10 km	🚐 Rail Station Matabiau	61 71 11 88		25
Tunis, Tunisia ❖	Carthage ☒	+1	8 km		70 53 11		60
Turin, Italy	Città di Torino ☐ **F**	+1	16 km	🚐 Porta Susa via Corso Inghilterra 3	(011) 562 74 91		35
Valencia, Spain	Valencia ☐	+1	8 km	🚗 Central Rail Station, 🚐 Central Bus Station	900 12 12 12		45
Venice, Italy *	Marco Polo ☐	+1	13 km	🚐 Terminal Atvo at Piazzale Roma, Bus Nr. 5	(051) 24 56 37		35
Vienna, Austria ❖	Vienna International ☐ **C**	+1	17 km	🚗 Station Nord/Mitte 🚐 City Air Term. Station Süd/West	(0222) 7 17 99	(0222) 7 11 10 54 54	30 Term. 1
Warsaw, Poland ❖	Okecie ☐ **F**	+1	10 km	🚐 Nr. 175, Dluga Street; Airport Bus	(022) 27 50 16		60
Washington, USA ❖	Dulles International ☐ **F/C**	–5	43 km	🚐 Air Terminal, Washington Flyer Service	1-800-221-4750	1-800-221-4780	F 45 C 50 Y 60
Yaoundé, Cameroon ❖	Nsimalen ☐ **F**	+1	18 km		22 97 37		F/C 60 Y 90
Zagreb, Croatia ❖	Pleso ☐	+1	17 km	🚐 Eurokont-Terminal (Main Bus Station)	(041) 42 02 55		30
Zurich, Switzerland ❖	Zurich ☐ **F/C/T**	+1	11 km	🚗 Main Rail Station	(01) 258 34 34	(01) 812 26 00	F 25 C 30 Y 40, Term. A

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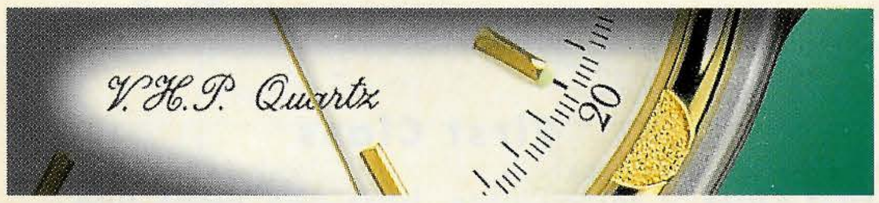
1936. Paul-Emile Victor crossed the thousand kilometre ice-cap from west to east on foot, with his Eskimo friends and husky-drawn sledges transporting the equipment. The expedition carried three Longines chronometers with which to calculate the longitude and, for Paul-Emile Victor, *«these made all the difference between success and failure».*

Longines has always shared this vocation of pioneer and forerunner. Its watches bear this out. Among them, the Longines Conquest VHP, offering exceptional precision: a variation not exceeding ten seconds a year.

Longines is carrying on its tradition of taking up challenges in the measurement of time.



Longines Conquest VHP™ *(Very High Precision) for ladies and gents. Change of time zone with synchronization of the date. Quartz movements. Water-resistant to 30 metres. Sapphire glasses.*

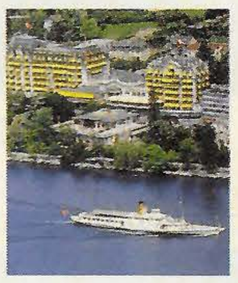
THE PIONEERS' SWISS WATCH SINCE 1832

swissôtel

Fly Swissair, stay Swissôtel

Zürich

Basel



Montreux

Düsseldorf

Amsterdam

Istanbul

Cairo

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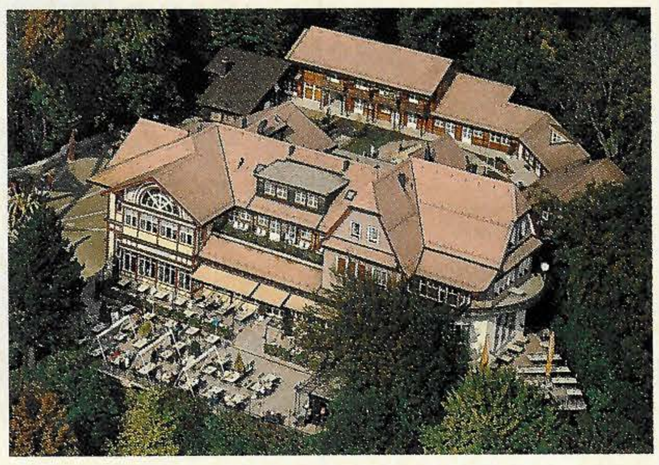
Hotel Guide for Switzerland

Dolder Grand Hotel*** Kurhausstrasse 65, 8032 Zürich**
Member of *The Leading Hotels of the World*®

Hotel Waldhaus Dolder**
Kurhausstrasse 20, 8030 Zürich

Tschuggen Grand Hotel***
7050 Arosa



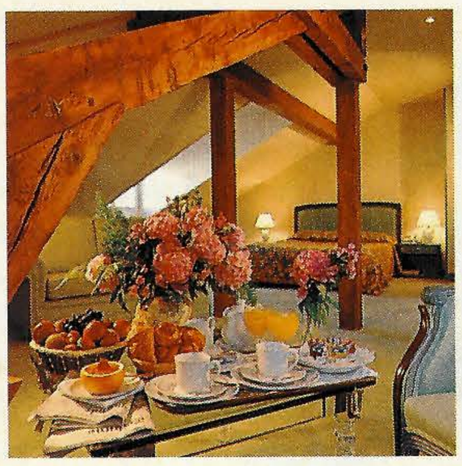
Hotel Uto Kulm*
8138 Zürich-Uetliberg

Hotel Bellevue Palace***, 3011 Bern**
Member of *The Leading Hotels of the World*®

Hotel Eden Roc***
Via Albarelle, 6612 Ascona

Atlantis Sheraton***
Döltschiweg 234, 8055 Zürich

Parkhotel Zug**
6300 Zug



Hôtel Tiffany**
18, rue de l'Arquebuse, 1204 Genève

Hotel Zürich & La Résidence***
Neumühlequai 42, 8001 Zürich

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Bar
Dancing, night club,
Indoor swimming pool
Fitness room
Airline check-in
Airport shuttle
C Complementary Transfer

City	Hotel	Street	Telephone	Telefax				TA											C
Arosa	Tschuggen Grand Hotel*****		081 31 02 21	081 31 41 75		●	●	●		●		●	●	●	●	●			
Ascona	Eden Roc*****	Via Albarelle	093 35 01 71	093 35 15 71		●	●	●	●			●	●		●			●	
Basel	Victoria****	Centralbahnplatz 3-4	061 271 55 66	061 271 55 01		●	●	●	●			●	●						
Berne	Bellevue Palace*****	Kochergasse 3-5	031 320 45 45	031 311 47 43		●	●	●	●	●	●	●	●				●		
Crans-Montana	Alpina & Savoy****		027 41 21 42	027 41 61 75		●	●	●	●			●	●		●	●			
Davos	Meierhof****	Promenade 135	081 47 12 85	081 46 39 82		●	●	●	●	●		●	●		●	●			
Founex	Motel de Founex***	Founex	022 776 25 35	022 776 25 15		●	●	●		●	●	●	●						
Geneva	Mövenpick****	Route Pré-Bois 20	022 798 75 75	022 791 02 84	●	●	●	●		●	●	●	●	●		●	●	●	●
	Tiffany****	Rue de l'Arquebuse 18	022 329 33 11	022 320 89 91	●	●	●	●	●			●	●						
Lucerne	Wilden Mann****	Bahnhofstrasse 30	041 23 16 66	041 23 16 29		●	●	●	●	●		●	●						
St. Moritz	Parkhotel Kurhaus****		082 2 21 11	082 3 88 61				●	●	●	●	●	●			●	●	●	
Saas Fee	La Collina garni****		028 57 19 38	028 57 33 49		●	●		●				●		●				
Zug	Parkhotel Zug****		042 22 66 11	042 21 39 39		●	●	●	●	●	●	●	●		●	●	●		
	Rosenberg***	Rosenbergstrasse 33	042 21 43 43	042 21 72 78		●	●	●	●			●	●						
Zurich	Atlantis Sheraton*****	Döltschiweg 234	01 454 54 54	01 454 54 00		●	●	●		●		●	●	●	●	●		●	
	Dolder Grand Hotel*****	Kurhausstrasse 65	01 251 62 31	01 251 88 29		●	●	●		●	●	●	●						
	Renaissance*****	Talackerstrasse 1	01 810 85 00	01 810 87 55	●	●	●	●		●	●	●	●		●	●		●	●
	Zürich*****	Neumühlequai 42	01 363 63 63	01 363 60 15	●	●	●	●	●	●		●	●		●	●		●	●
	La Résidence*****	Wasserwerkstrasse 8	01 363 63 63	01 363 60 15	●	●	●	●	●	●		●	●		●	●		●	●
	Ascot****	Tessinerplatz 9	01 201 18 00	01 202 72 10		●	●	●	●	●	●	●	●					●	
	Opera****	Dufourstrasse 5	01 251 90 90	01 251 90 01	●	●	●	●	●									●	
	Stoller****	Badenerstrasse 357	01 492 65 00	01 492 65 01		●	●	●	●	●		●	●			●		●	
	zum Storchen****	Am Weinplatz 2	01 211 55 10	01 211 64 51		●	●	●	●	●		●	●					●	
	Swissôtel****	Am Marktplatz Oerlikon	01 311 43 41	01 312 44 68	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
	Waldhaus Dolder****	Kurhausstrasse 20	01 251 93 60	01 251 00 29		●	●	●				●	●		●	●		●	
	Alexander garni***	Niederdorfstrasse 40	01 251 82 03	01 252 74 25	●	●	●	●	●								●	●	
	Montana***	Konradstrasse 39	01 271 69 00	01 272 30 70		●	●	●	●		●	●	●					●	
	Scheuble***	Mühlegasse 17 b. Hbf.	01 251 87 95	01 251 76 78		●	●	●	●				●					●	
Zurich-Airport	Welcome Inn***	Holbergstrasse 1	01 814 07 27	01 813 56 16	●	●	●	●	●	●		●	●					●	
Zurich-Uetliberg	Uto Kulm***		01 463 66 76	01 463 14 00		●	●	●		●	●	●							

Neither the publisher nor Swissair can accept any responsibility for the quality of the services and accommodations offered by the hotels listed in this advertising section.

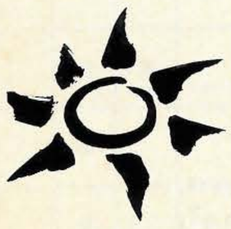
Switzerland

A Few Facts
Population: about 6,900,000
Capital: Berne
Religious denominations: Protestant (40%), Roman Catholic (46%), others (12%)
Area: 15,942 sq. mi./41,293 sq. km
Distances: north-south 137 mi./220 km; east-west 216 mi./348 km
Cantons: 23, three of which are subdivided into half-cantons
Highest point: Dufour Peak in the Monte Rosa massif (Valais) 15,203 ft./4634 m
Lowest point: Lake Maggiore (Ticino) 633 ft./193 m
Lakes: 1484
Glaciers: 140

Language
Switzerland is one of the most multilingual countries in Europe. Many Swiss, particularly those who work with visitors in one way or another, speak several languages. The national languages of Switzerland are German (central and northeastern Switzerland), French (western Switzerland), Italian (southern Switzerland) and Rhaeto-Romanic (southeastern Switzerland).

Banking/Business Hours
Banks are usually open to the public Monday through Friday from 8:30 a.m. to 4:30 p.m. They are closed Saturday and Sunday and on legal holidays. Shops are generally open from 9 a.m. to 6:30 p.m. weekdays, and 9 a.m. to 4 p.m. Saturdays. Closed Sundays except for those at airports and at some railway stations and motorway rest stops. On one evening a week, opening times for shops are extended.

Money
There are no restrictions with regard to the import, export and exchange of Swiss francs. Traveler's checks and bank notes are exchanged in Switzerland by banks, official exchange offices at the principal stations of the Swiss Federal Railways, or by travel agencies; also by hotels and many stores where, however, the official exchange rates may not apply. Major credit cards are accepted almost everywhere. Automated teller machines (ATMs) are common and linked up internationally.

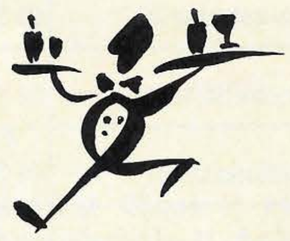


Climate
Temperatures generally do not reach extremes of hot or cold. In the cities, summer temperatures seldom rise above 86°F/30°C, and the humidity is rather moderate. In winter, especially in Alpine regions, temperatures often fall below 32°F/0°C and there is snow and ice. The southern part of Switzerland has subtropical vegetation and a mild climate year-round.

Telephoning in and from Switzerland
Any country in the world can be called from private or public telephones (coins or phone cards). To find a number in Switzerland check the phone book or dial 111. For any other country except Germany (192) and France (193) call 191. Dialing 114 will connect you with the international operator. The country code for the U.S.A. is 001, for Great Britain 0044. Omit the first 0 of the local area code. To find out other country codes or the cost of domestic and foreign calls, please consult the first pages of any Swiss phone book.

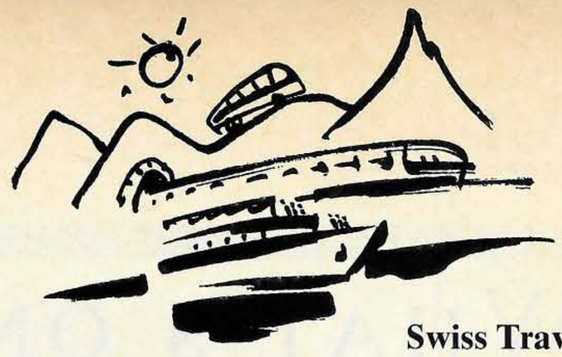
Basel–Paris 400 km
Basel–Frankfurt 282 km

Geneva–Lyon 95 km
Geneva–Nice 299 km



Tipping
Service charges are officially included in the price. A small additional tip to round off the amount is customary, though by no means compulsory, in restaurants, taxis, etc. Porters in hotels: 1 to 2 francs per piece of luggage. No tipping of ushers in theaters or cinemas.

Zurich–Munich 261 km
Zurich–Salzburg 336 km



Swiss Travel System

Zurich and Geneva airports each have their own railway station with hourly trains to all major destinations throughout Switzerland. Timetables, ticket offices, information, change and baggage registration counters are easily accessible – in Zurich by escalators and elevators, in Geneva by walking a few steps. Minimum connection time from plane to train is 40 minutes, from train to plane 60 minutes. Air to rail: a formula for high-comfort traveling. **The Swiss Pass** (unlimited travel through town and country for periods of four days to a month) or the **Swiss Card** (transportation to and from your destination in Switzerland and half price for excursions) are the ideal ways for tourists to discover Switzerland on the Swiss Travel System. This system includes not only trains, but also buses, lake steamers and some mountain cableways plus, with the Swiss Pass, urban transportation in 30 Swiss cities.

Railway/Railway tunnel
Eisenbahn/Eisenbahntunnel
Chemin de fer/Tunnel de chemin de fer

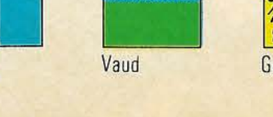
Mountain railway
Bergbahn
Funiculaire

Motorway/Dual carriageway
Autobahn/Autostrasse
Autoroute/Semi-autoroute

Motorway / Road tunnel
Autobahn / Strassentunnel
Autoroute / tunnel routier

Other roads
Übrige Strassen
Autres routes

Motorail service
Autoverlad auf Eisenbahn
Transport ferroviaire de voitures



Fly-Rail

Swiss Federal Railroads (SBB/CFF) and Swissair offer a unique baggage service for air travelers in and out of Switzerland; Check your baggage through to one of 115 Swiss rail stations from any airport in the world. The same applies vice versa, so you won't have to bother with carrying bags anywhere enroute – from departure to your final flight destination. (Charge: CHF 20 per piece of luggage) Better still, at 24 SBB/ CFF stations you can fully check in for your flight before you depart for the airport. Ask for the Swiss Travel System "Fly-Rail" brochure containing full details.

Lugano–Milan 65 km
Lugano–Florence 303 km

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WHAT'S ON IN SWITZERLAND

Fairs, Exhibitions and Special Events

Nov. 3–17, Zurich: Expovina. Wine exhibition, tasting and sale aboard lake steamers anchored at the city docks on Bürkliplatz.

Nov. 9, Canton Uri: *Rütlischiessen.* A shooting event that marks the founding of the Swiss Confederation at Rütli on Aug. 1, 1291.

Nov. 10–20, Lausanne: antique show, Palais de Beaulieu.

Nov. 11, Sursee, Canton Lucerne: *Gansabhauet.* A St. Martin's festival where blindfolded, sword-wielding townspeople take turns trying to behead a dead goose dangling from an overhead rope.

Nov. 11–20, Berne: BEA Expo "MOWA," exhibition for home furnishings, leisure activities and gift ideas.

Nov. 12, Richterswil, Canton Zurich: *Räbechilbi.* An unforgettable spectacle featuring hand-carved and decorated turnips arranged into breathtaking pictures on large parade floats.

Nov. 13, Berne: mineral collector's exchange at the BEA Expo.

Nov. 15, Basel: Chinese Circus at the Messe Festsaal.

Nov. 22–26, Basel: Swisstech 94. An international trade fair for production techniques and industrial supplies.

Nov. 28, Berne: *Zibelemärit.* Traditional onion market with public festivities in front of the Bundeshaus (capitol building).

Dec. 8–11, Zurich: *Internationale Weihnachts-Sammlerbörse* (pre-Christmas antiques and flea market sale and exchange), Züspa-Hallen.

Christmas market, Zurich

Cultural Attractions

Until Nov. 6, Zurich: "Dada Global."Art from the turn of the century created as an act of rebellion against the bourgeoisie, Kunsthaus (Art Museum).

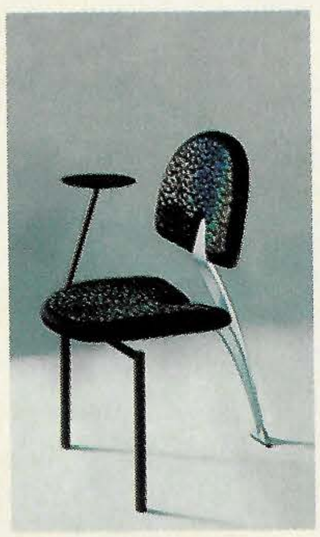
Nov. 13, Basel: "Carmen" (season premiere) at the Stadttheater.

Nov. 16, Basel: "Hair." The Broadway Musical Company of New York at the Messe Festsaal.

From Nov. 18, Basel: "The Bed." An exhibition on the cultural history of sleeping, Folklore Museum.

Until Nov. 20, Fribourg: graphic works by Picasso, Musée d'art et d'histoire.

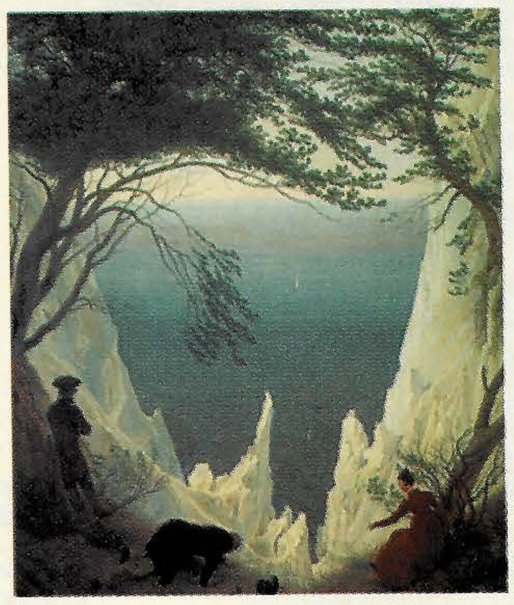
From Nov. 26, Basel: "British Humor and Other Highlights," a character and cartoon collection.



Chairs on Parade, Lausanne

Until Jan. 3, 1995, Lausanne, Canton Vaud: "Parade of 100 Chairs," Musée des arts décoratifs.

Until Feb. 12, 1995, Geneva: "De Caspar David Friedrich à Ferdinand Hodler," Musée d'art et d'histoire.

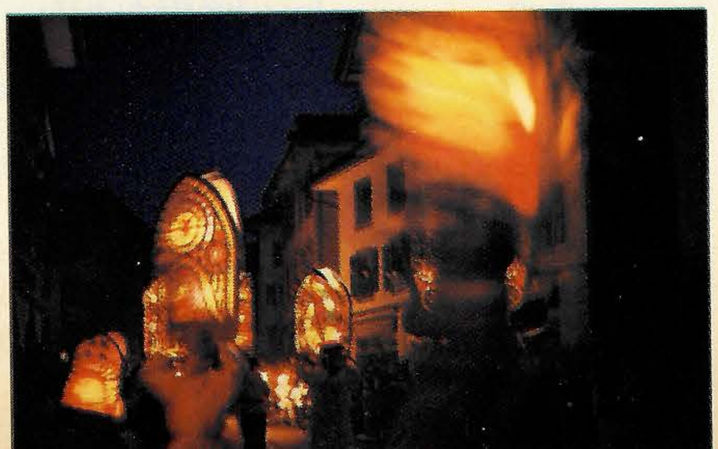


Caspar David Friedrich

For Children

Nov. 9, 16, 19, 23, 27, 30, Basel: "Peter and the Wolf" at the Marionettentheater.

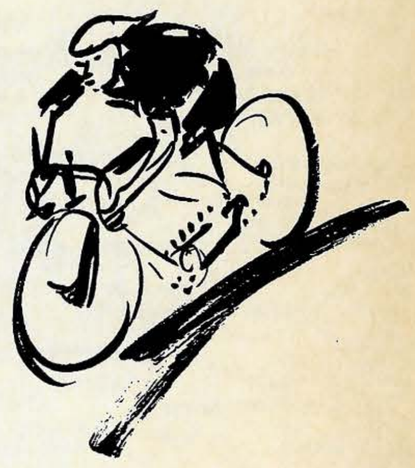
On or about Dec. 6: Several cities in Switzerland honor St. Nicholas *(Samichlaus)* with parades and festivals. Children are given a special gingerbread called *Lebkuchen* at this time of year.



St. Nicholas Parade, Küssnacht am Rigi

Sports

Nov. 28–Dec. 4, Zurich: *Sechstagerennen.* The world's best cyclists race for six days in the Hallenstadion.



Throughout the winter all over Switzerland: 15 international dogsled races. For those who want to experience dogsledding themselves, contact Swissraft in Flims/Laax, tel. +41 81 39 52 50.

Note: Switzerland is the ideal destination for active people, especially in winter. Hundreds of kilometers of well-groomed slopes with varying degrees of difficulty wait for ski enthusiasts. The season generally starts in December and lasts until March; at higher altitudes, skiing is even possible in summer! The country boasts over 200 ski schools at its winter resorts. Other sporting alternatives are cross-country, monoski or snowboarding. At more than 300 ice rinks you can enjoy figure skating, curling or ice hockey. Brochures with attractive offers for winter vacations in Switzerland have been published by Swissair. Ask your travel agent for a copy.

Creativity in Switzerland

Jan. 11 to 15, 1995, 5th International Zermatt Symposium on Creativity in Economics, Arts and Science. Faculty include Gottlieb Guntern M. D. (organizer), Eiko Ishioka (visual artist), Carlos Fuentes (professor of literature), Wole Soyinka (Nobel laureate in literature) and other experts in their fields. Registration: tel. +41 26 23 17 77, or fax +41 26 23 17 78.

Photos: Christine Seiler, Balthasar Burkhard, Musée d'art et d'histoire, Genève, T-Trax, Paul Hueber, Office du tourisme Veysonnaz, International Telecommunication Union, Illustration: Monic Baumann

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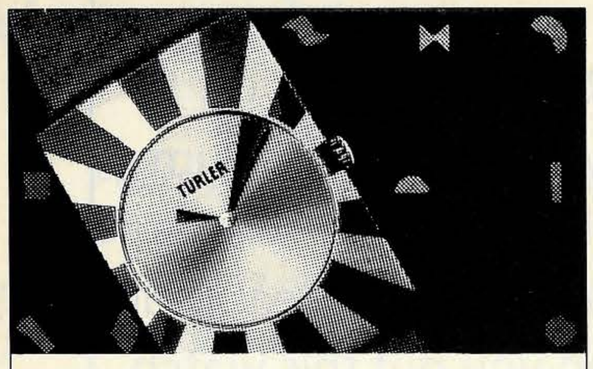
Shopping in Switzerland



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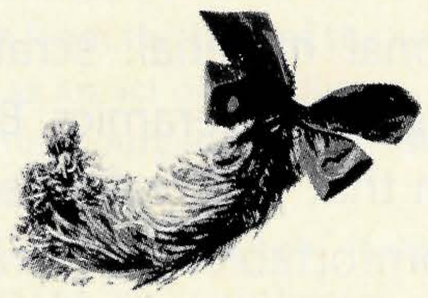

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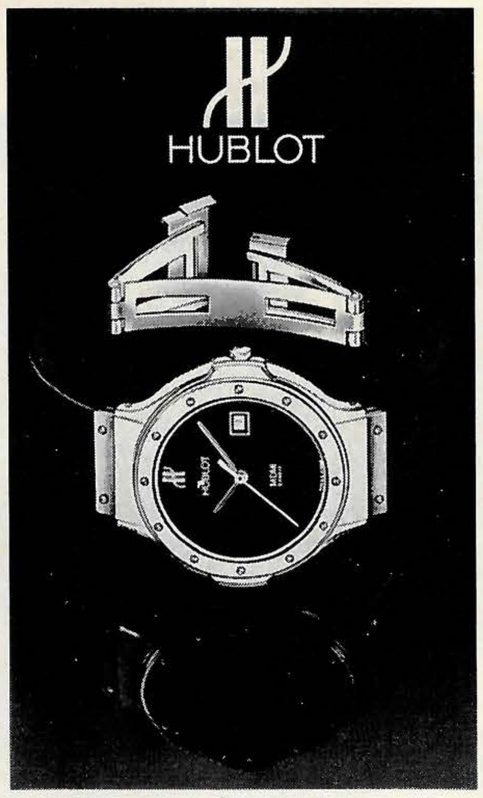

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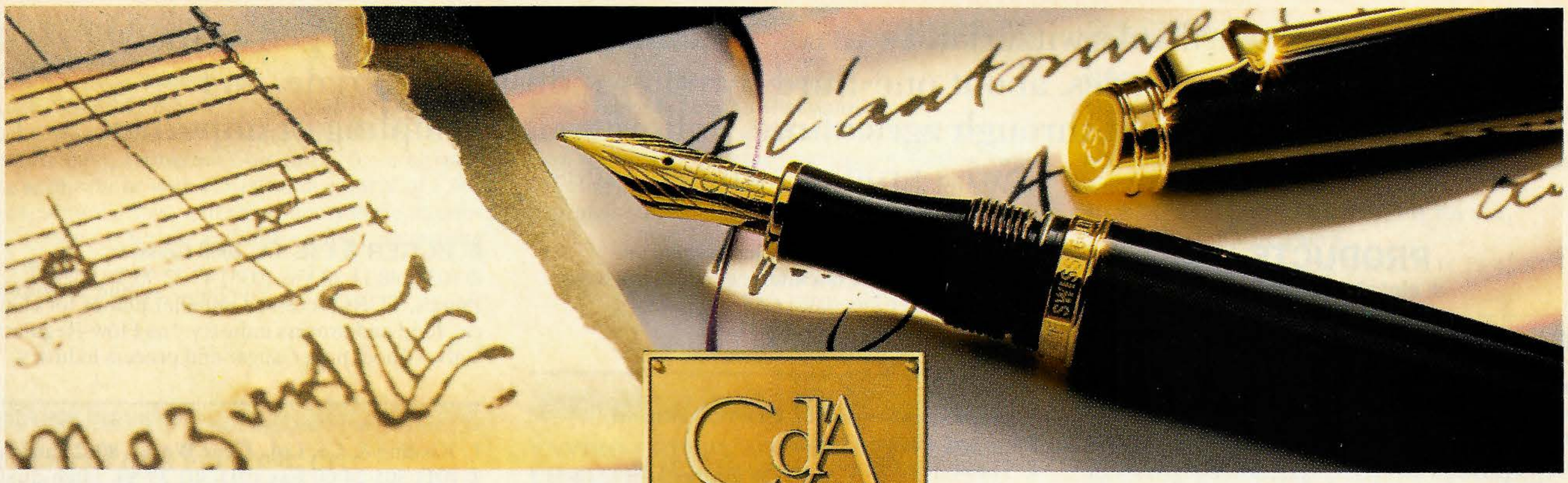

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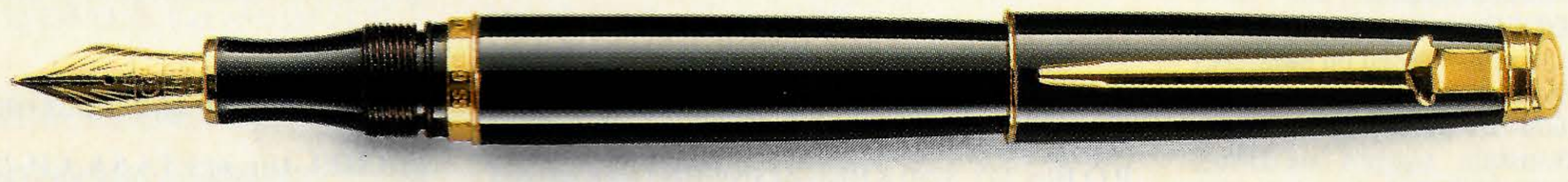

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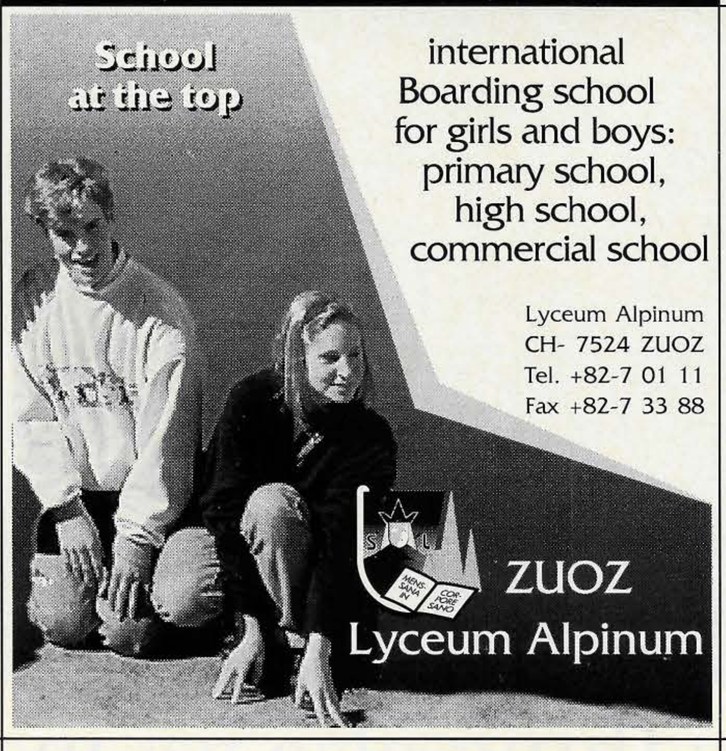
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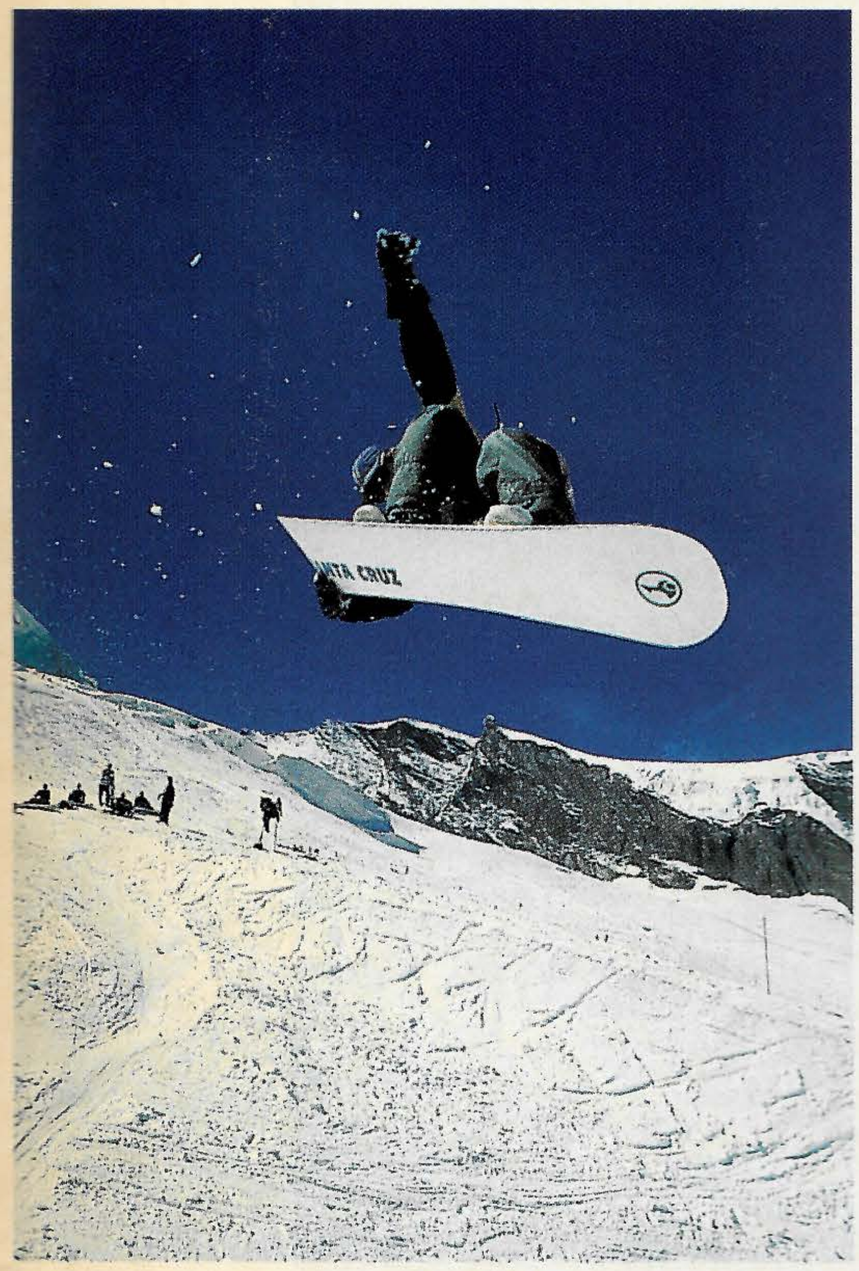


E Switzerland: A Snowboard Paradise

Each year more than 70,000 snowboard fans race down the Swiss slopes. Two of the "hottest" centers of this cool sport are Davos and Scuol in the Graubünden region of Switzerland. Part of the Swissair Snowboard Cup will take place there.
Another snowboard resort is Zermatt. Around Verbier, Saas Fee and Laax are glaciers ideal for snowboarding. For more information about slopes and courses in Switzerland, as well as the upcoming ISF World Championship at Jakobshorn in Davos from March 1 to 5, contact the Swiss Snowboard Association at tel. +41 1 388 50 70, fax +41 1 388 50 75, or one of the 55 official Swiss snowboard schools.

An alpine winter: predestined for snowboarding.

La Suisse en hiver: idéale pour le snowboard.

Prädestiniert zum Snowboarden: die winterliche Schweiz.

F La Suisse, paradis du snowboard

Chaque année, plus de 70 000 accros de la glisse se lancent sur les pistes suisses. Un sport méga... Les fidèles adeptes du board connaissent bien les stations grisonnes de Davos et Scuol. C'est là justement que se dérouleront une partie des épreuves de la Coupe de snowboard Swissair.
La région de Zermatt est aussi très courue. Les mordus de la planche vont surfer sur les glaciers de Verbier, Saas Fee ou Laax. Pour de plus amples renseignements sur les pistes et les cours existant en Suisse, veuillez vous adresser à l'Association suisse de snowboard, tél. +41 1 388 50 70, fax +41 1 388 50 75 ou à l'une des 55 écoles officielles de snowboard en Suisse. Rappelons que du 1er au 5 mars 1995, les championnats du monde de snowboard auront lieu sur le Jakobshorn, à Davos. Méga cool, Raoul...

D Die Schweiz – ein Snowboard-Paradies

Jedes Jahr kurven über 70 000 Snowboard-Fans über Schweizer Pisten. Zwei vorrangige Zentren dieser vergnüglichen Sportart sind Davos und Scuol in Graubünden. Hier finden auch Rennen im Rahmen des Swissair Snowboard Cups statt.
Ebenfalls sehr geeignet und beliebt für diesen Sport ist das Gebiet um Zermatt. Oberhalb von Verbier, Saas Fee und Laax laden Gletscher zum «Snowboarden» ein. Informationen über geeignete Pisten und Kurse in der Schweiz erteilt die Swiss Snowboard Association, Tel. +41 1 388 50 70, Fax +41 1 388 50 75 oder eine der 55 offiziellen Schweizer Snowboard-Schulen. Übrigens werden auf dem Jakobshorn bei Davos vom 1. bis 5. März 1995 die Snowboard-Weltmeisterschaften ausgetragen.

Top Skis and Snowboards for Rent

Switzerland is justly considered a winter sports paradise. But many ski fans hesitate to burden themselves with equipment while traveling, particularly in a plane. For others, it is not worth the expense of buying a pair of skis they would seldom use. That's why *swissrent-a-sport* rents top-brand ski equipment, snowboards and boots at 46 agencies throughout Switzerland. For information call the main office at +41 81 43 43 50 or Swissair.

Photos: Wojciech, P. Rauch

Museums Not to be Missed

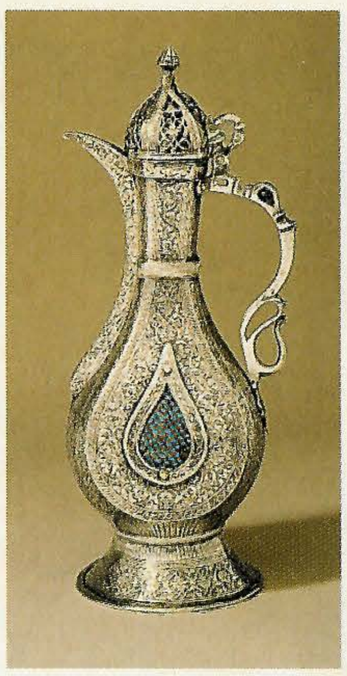
E Creativity on Display

If collecting is a creative act, then the Swiss are champions in this field. There are nearly 790 museums in the country, roughly one for every 9,000 residents. One example is the Berne Historical Museum, which

celebrates its centennial this year. An interesting permanent exhibit in the museum is the "Oriental Collection," two rooms of Islamic crafts and manuscripts. These, along with temporary exhibits and other projects, make this a museum well worth visiting.
Open daily from 10 a.m. to 7 p.m.

F Un musée créatif à Berne

Si collectionner est un acte créatif en soi, les Suisses sont les champions dans ce domaine. On recense en effet pas moins de 790 musées, soit un pour 9000 habitants. Un exemple: le Musée historique de Berne, qui célèbre cette année le centième anniversaire de sa fondation. Deux de ses salles sont réservées à une très intéressante collection de manuscrits et d'objets d'artisanat islamiques. Ce musée propose également des expositions temporaires et autres projets. Le musée est ouvert tous les jours sauf le lundi de 10 à 17 h.



D Kreatives Museum in Bern

Die Sammeltätigkeit als kreativer Akt – in dieser Kunst zählen die Schweizer weltweit zu den Spitzenreitern. Davon zeugen rund 790 Museen im Land, sprich ein Museum auf knapp 9000 Einwohner. Ein Beispiel ist das Historische Museum von Bern, das dieses Jahr sein 100jähriges Bestehen feiert. Eine Dauerausstellung zeigt in zwei Sälen eine «Orientalische Sammlung» über islamisches Kunsthandwerk und Manuskripte. Wechselausstellungen und andere Projekte ergänzen das Angebot.
Das Museum ist ausser Montag täglich von 10 bis 17 Uhr geöffnet.

Persian, Bukharan and Indian treasures on exhibit in Berne.

Les trésors de la Perse, du Boukhara et de l'Inde exposés à Berne.

Persische, bucharische und indische Kostbarkeiten in Bern zu bewundern.

Bernisches Historisches Museum
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Photos: Bernisches Historisches Museum

Museums and Art Galleries

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Location	Gallery/Museum
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Geneva	Baur Collection, 8, rue Munier-Romilly, ✆ 022 346 17 29 • Arts of China and Japan • Open Tue-Sun from 2 to 6p.m.
Lausanne	Olympic Museum Lausanne, 1, Quai d'Ouchy ✆ 021/621 65 11 Fax 021/621 65 12, Tue-Sun 10 a.m. - 6 p.m. (1st October to 30th April). The largest information center for the Olympic Movement in the world. Temporary exhibition: "Les formes du temps" (from 27th October until 22th January.)
Zurich	Beyer Museum of time measurement, Bahnhofstrasse 31 ✆ 01 221 10 80 • Antique clocks and watches / 16th to 20th century • Mon-Fri 10-12 h, 14-16 h. Sat/Sun closed
	Galerie Bruno Bischofberger, Utoquai 29, ✆ 01 262 40 20, Fax 01 262 28 97, Mon-Fri 9-18 h, Sat 10-16 h We represent: Barcelo • Basquiat • Bidlo • Clemente • Condo • Cucchi • Salle • Schnabel • Sottsass • Tinguely • Warhol • Wizon • Ercole Botanico • From September 16 to November 5, 1994 • Jingle Bells • From November 12 to January 14, 1995.
	Galerie Susi Brunner, Spitalgasse 10, 8001 Zurich• ART FIGURATIF - ART NAIF - ART BRUT • ✆ 251 23 42, Fax 261 23 49, tue - fri 3 - 6 pm & by appointment
	Galerie Roswitha Haftmann, Modern Art • German Expressionists and Contemporary Art • Rütistrasse 28, ✆ 01 251 24 35, Tue-Fri 14-18 h. Sat 11-15 h
	Galerie Hauser & Wirth AG, Sonneggstrasse 84, ✆ 01 364 01 41, Fax 01 364 01 44, Impressionist and Modern Masters, by appointment only
	Sammlung Hauser & Wirth, Hardturmstrasse 127, ✆ 0041 1 273 50 70, Fax 0041 1 273 50 72 • Richard Artschwager, Nov. 18 - Jan. 94 • We-Fr 14-18 h, Sa 11-15 h
	Galerie Lelong, Predigerplatz 2 ✆ 01 251 11 20 or fax 01 262 52 85, Tue-Fri 11.00 - 18.00 h, Sa. 11.00 - 16.00 h • MARKUS LUEPERTZ "Le dithyrambe et après" • until 26th November
	Galerie Nefer, Glockengasse 18, Ancient Art, Permanent exhibition, ✆ 01 211 48 05, Fax 01 211 59 47, Mon-Fri 9.00 a.m.-6 p. m., Sat. 9.00 a.m.-4.00 p. m.
	Frank Sternberg AG, Schanzengasse 10, ✆ 252 30 88, Fax 252 40 67 - Coins: Ancient to Modern - Ancient Gems and Jewelry - Archaeological Objects Auction XXVII, 7./8. November 1994, Hotel Eden au Lac, Zurich • Ancient Coins, Gems, Cameos, Jewelry and Art, Renaissance Medals •
	Swiss National Museum, Museumstrasse 2, Near the main railway station, ✆ 01 218 65 65, Most important collection relating to the cultural history of Switzerland, Special exhibition • Die Ostschweiz im Bild der frühen Kartenmacher • Sept. 30 to Jan. 2, 1995 • Erare humanum est • Oct. 26 to April 28, 1995 • Tue-Sun 10-17 h

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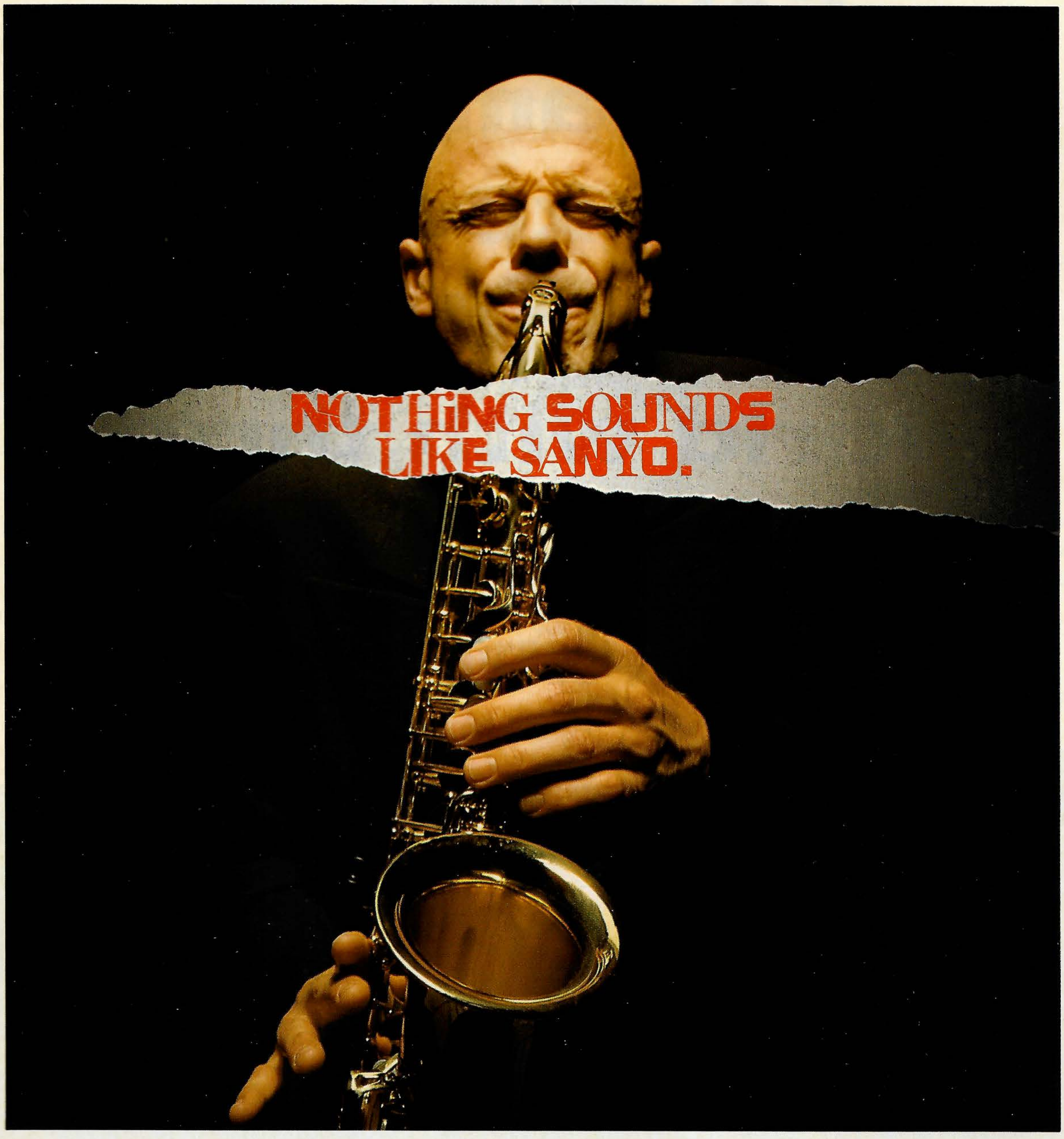

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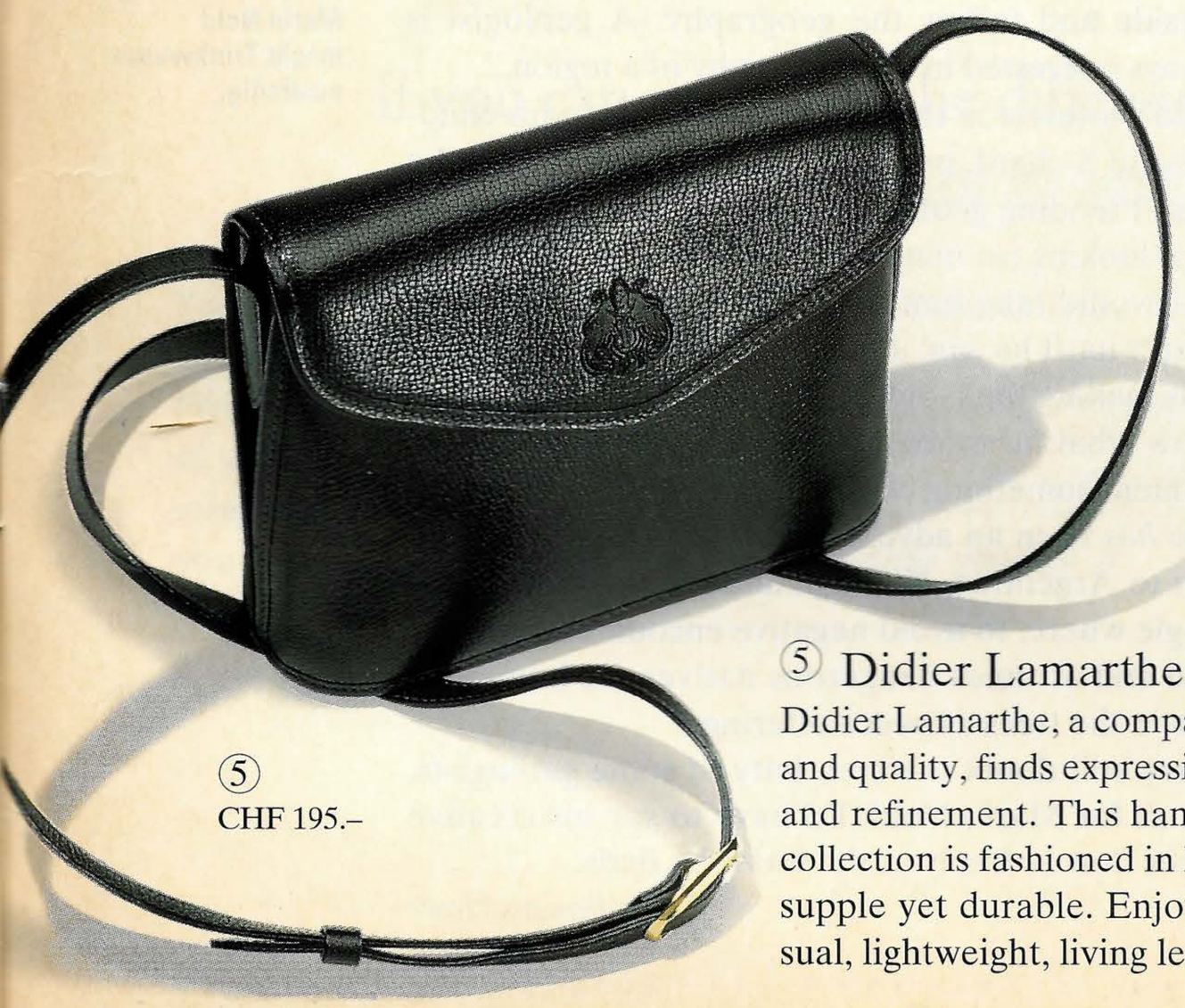
This elegant gold-plated hinged bracelet fits perfectly around the wrist and is hand-set with a row of genuine Swarovski Austrian crystals.



⑤
CHF 195.–

⑤ Didier Lamarthe Handbag

Didier Lamarthe, a company committed to tradition and quality, finds expression in articles of originality and refinement. This handbag from the sportswear collection is fashioned in leather that is marvelously supple yet durable. Enjoy the freedom of this sensual, lightweight, living leather.

④ Swatch IOC 100 Chrono

The International Olympic Committee, one of the best-known organizations worldwide, has its headquarters in Lausanne. This year marks the centenary of the modern Olympic movement, which was founded by Baron Pierre de Coubertin in 1894. The IOC and Swiss watchmaker Swatch are commemorating the milestone with this Swatch Chrono Special. By purchasing the IOC 100 Chrono you support the Olympic ideal, and help the IOC and Swatch create a fund to take young people off the streets and involve them in sports instead.

④
1-year warranty
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Mario Nold aboard Swissair Flight 566 from Zurich to Hanover

Flowing Creativity

Geologists are really creative. It's in their nature," says geologist and proSeis president Mario Nold. As flight attendants hand us orange juice, I wonder: Is creativity really compatible with a scientific profession?

I am accompanying Nold on a flight from Zurich to Hanover, Germany, where he and his colleagues will present the results of a study they have just completed. During the 90-minute trip we discuss how his entrepreneurial business has grown in four years from a one-man show to a team of about 15 specialists who use techniques typically reserved for locating oil also as a means of identifying sources of drinking water.

"Switzerland has no tradition of an oil industry, and trying to introduce long-proven methods such as seismic reflection to find ground water resources makes people suspicious," he says. "There are still those who think you can drill a hole every meter until you turn up something... or that you can find water with a stick. My job is to show them in the most creative and influential way that water can be found using methods that are more efficient and better for the environment."

Nold's "way" is to combine scientific methods with 19 years of experience (15 years with Shell International Petroleum Maatschappij). He explains that a typical seismic project would involve marking off the horizon in mile increments and then sending a shock into the ground. The key is to repeat the process often enough so that there are no discrepancies in the results. As these shocks reflect off the different layers of the earth's subsurface, they send signals that appear as "peaks" and "valleys" on a chart. It is the areas between these peaks and valleys that Nold must interpret to determine whether they could contain water.

With the help of sophisticated computer equipment and software – Nold's company is the only private business in Switzerland to have such a work station – the data is displayed. When there are enough coordinates, a 3-D image emerges that, according to Nold, is the most accurate picture technically available anywhere at this time.

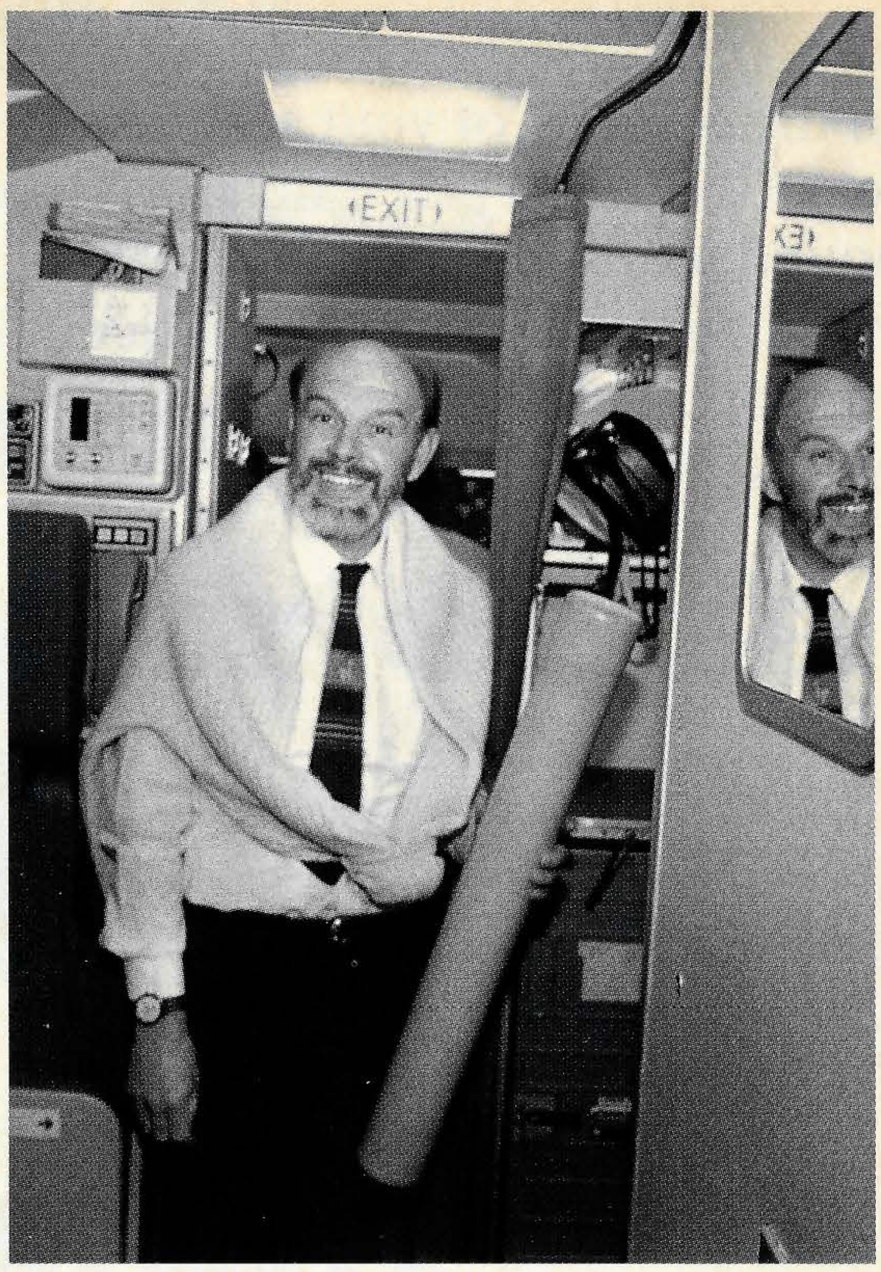


Photo: Carla Bonatis Howe

Geologist Mario Nold : traveling the world to find new drinking water sources – creatively.

Le géologue Mario Nold parcourt le monde à la recherche de sources d'eau potable – «une activité fort créatrice!»

Nach weiten Reisen auf festem Boden arbeitend: Geologe Mario Nold macht Trinkwasser ausfindig.

Using a trained eye, Nold detects areas of salt, shale, "pockets" and "seals," which convey to him not only where there is ground water or oil, but what the extent, depth and age of the reservoir is. "The best water, of course, is that which has not been touched by humans – water that is free of pollution," he says.

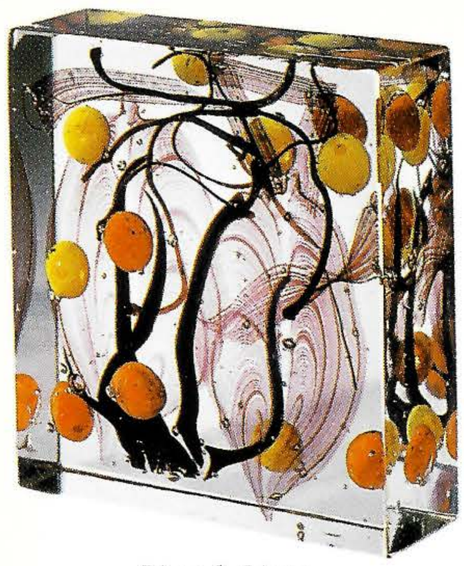
The captain announces we are flying over Stuttgart. Nold pulls a copy of the latest Swissair Gazette from his seat pocket and opens it to the pages of maps. "These maps are amazingly accurate," he says, pointing to the direction our plane is taking. He looks out the window at the clouds. "On a clear day, I can look outside and follow the geography. A geologist is always interested in the geography of a region."

Nold's interest in the science goes back to his childhood in S-chanf, in Canton Graubünden. When he wasn't tending goats and cows, he was climbing the Alps looking for minerals. Nold dreamed of a career that would take him on outdoor adventures, but it wasn't until he saw a movie in school about geologists making their way up the Amazon River that he knew what he wanted to be. "For me that was the moment something clicked," he says.

Life *has* been an adventure. Nold's work has taken him to Argentina, Vietnam and the upper Amazon jungle where, to avoid negative encounters with the wild and at times dangerous natives, he hung mirrors in the trees as peace offerings.

I may still doubt the creativity of some geologists, but as for Mario Nold, I'd have to say his creative juices flow as freely as the water he finds.

Carla Bonatis Howe



Riccardo Licata
Gino Cenedese & C., 1952

Giulio Radi AVEM,
1950

Napoleone Martinuzzi
Zecchin & Martinuzzi Vetri, 1933

Dino Martens
Aureliano Toso, 1954

Riccardo Licata
Venini & C., 1953–56

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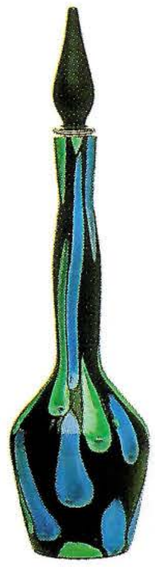
Giulio Radi AVEM, 1948

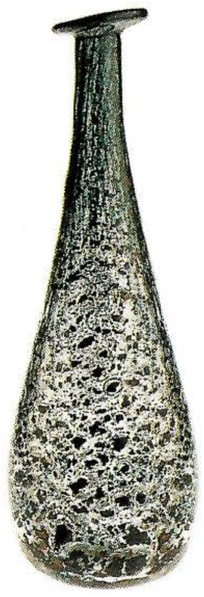
Flavio Poli IVAM,
1929

Hans Stoltenberg Lerche
Fratelli Toso, 1912–14



Ermanno Toso
Fratelli Toso, 1959

Flavio Barbini
Alfredo Barbini, 1987



Ercole Barovier
Barovier & Toso, 1954

Gino Poli
Aureliano Toso, 1968

Napoleone Martinuzzi
Vetreria Venini & C., 1927

Renato Guttuso
Bottega Salir, 1986

Antonio Da Ros
Gino Cenedese & C., 1960

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